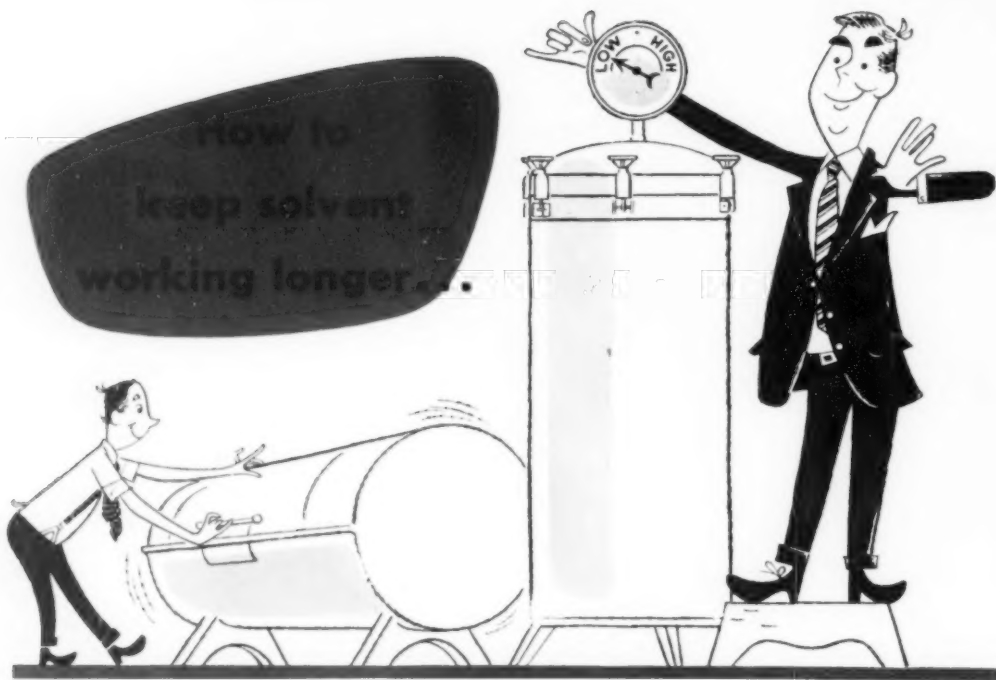


Unit 644744, Klorofilm
313 North First Street
Ann Arbor, Michigan

42



and save on filtering costs, too!

DRY CLEANERS know they're saving money by filtering with Hyflo® when they see how much longer it enables them to keep the same solvent on the job. The explanation is simple: Hyflo does such a thorough job of filtering that the solvent requires distilling less often...therefore needs replacement less frequently.

Another money-saving advantage to Hyflo's thoroughness is this: the crystal-clear solvent reduces spotting and odor troubles so that re-runs are held to a minimum. Garments are given such an exceptionally fine finish the *first* time that even the most particular customers are pleasantly surprised.

Hyflo does such a thorough job because it is a high speed filter powder with characteristics that are specially suited to dry cleaning requirements. Particle fineness is exactly right for trapping all dirt (lint, dust, and other solids). And the crystal-clear solvent passes freely through the cake that builds up on the screen.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the 48-page Dry Cleaners' Handbook published by Johns-Manville. It's full of valuable suggestions that will help you increase the efficiency of your filtering system and save money, too. Johns-Manville, Box 60, New York 16, N. Y.



*Reg. U. S. Pat. Off.

Johns-Manville **HYFLO** the original
high speed Filter Powder

The **BUCKEYE** spot and stain removal chart

	STAINS	STEP 1	EXTREME STAINS	
			STEP 2	STEP 3
Dry Side	Auto Grease, Airplane Dope, Adhesive Tape, Chewing Gum, Creosote, Furniture Polish, Permanent Starch, Rubber Cement, Mineral & Animal Oil	A B		
	Auto Polish, Grease		N	E
	Asphalt, Carbon, Hair Oil, Nail Polish		J	K
	Foundation Cream and Powder Makeup, Hemlines, Ointment		C-D	
	Collodion		C	
	Eyebrow Pencil, Mascara		K	E-C-D
	Enamel		K	F
	Indelible Pencil		C-D	E-F
	Inks		C-D	E-K-M-F
	Lacquer		K	C-D
	Paints		H	K-C-D
	Lipstick		G	L-C-D-F
	Rouge		E	C-H-D-G-F
	Shoe Polish		C-D	I-F
	Unknown Stains		C-D	K-I-M-F-O
Wet Side	Animal Stains, Cement, Dye Stains	C D	O	
	Bear—Ale, Catsup, Egg, Fruit Stains, Gin, Soft Drinks		M	E-F-O
	Blood		A	I-M-O
	Chocolate, Cocoa, Coffee, Tea		I	M-F-O
	Cream, Milk		I	M-F-O
	Deodorant		H	A-B
	Discharge		M	O
	Grass		A	E-F
	Glue		O	L
	Gravy		A	M-H-O
	Ice Cream		M	E-I
	Liquor		M	E-C-F-O
	Mustard		F	C-D
	Mayonnaise		K	C-M-B-F
	Medicines		A	F-O
	Mildew		F	O
	Perfume		F	A-L
	Scorch		G	L
	Sweet Stains		A	E-M-H
	Urine		C	I-F
	Vomit		G	I-L-F-O
	Water Marks		A	I-E-M-F
	Albumin	C	A	M-E-D-O
	Perspiration		G	L-A-N-H-D
	Smoke Stain		G	A-C-D

MIXTURES

- A** "BUCKEYE" Paint, Oil & Grease Remover (Oily Type)
B "BUCKEYE" Klor-Lene (Volatile Dry Spotter)
C "BUCKEYE" Steam Spotter (Neutral Lubricant)
D "BUCKEYE" Wet Spotter (Ammoniated)
E "BUCKEYE" Pre-Spotter
F "BUCKEYE" General Formula (Special Stain Remover)
G "BUCKEYE" Neutra-Lene (Deodorizer & Stain Remover)

- H** 4 Parts "BUCKEYE" Paint, Oil & Grease Remover
 1 Part Water
I 1 Part "BUCKEYE" Paint, Oil & Grease Remover
 1 Part Water
J 2 Parts "BUCKEYE" Paint, Oil & Grease Remover
 1 Part "BUCKEYE" Klor-Lene
K 2 Parts "BUCKEYE" Paint, Oil & Grease Remover
 1 Part "BUCKEYE" Pre-Spotter

- L** 1 Part "BUCKEYE" Klor-Lene
 1 Part "BUCKEYE" Neutra-Lene
M 1 Part "BUCKEYE" Pre-Spotter
 1 Part Solvent
 1 Part Water
N 1 Part "BUCKEYE" Pre-Spotter
 1 Part "BUCKEYE" Klor-Lene
O Commercial Digester

COPYRIGHT 1952

Where Wet agents are used, first wet stain with water.
Where Dry agents are used, first wet stain with solvent.

THE DAVIES-YOUNG SOAP CO., DAYTON 1, OHIO

For September, 1952

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Advance-Design CHEVROLET TRUCKS

These
PLAIN HARD FACTS
are important to
economy-minded
truck buyers



Fact No. 1

CHEVROLETS LIST FOR LESS

First cost—the list price—is less for a Chevrolet than for any comparable truck capable of handling the same payload. Chevrolet's position as the world's largest manufacturer of trucks makes possible production savings that are passed on to you.

Fact No. 2

COST LESS ON THE JOB

Proved Chevrolet truck features save money over thousands of miles. Time-tested Valve-in-Head engines, rugged hypoid rear axles, extra-sturdy channel-type frames, Flexi-Mounted cabs, Boll-Gear steering, Synchro-Mesh transmissions, all contribute to low operating costs with high dependability.

Fact No. 3

EACH TRUCK TAILORED TO ITS JOB

Every Chevrolet truck is factory-matched to the job it's going to do. Tires, axles, frame, springs, engine, transmission, and brakes are right for the operating conditions and load. Whatever your job is, there's a Chevrolet truck to fit it.

Fact No. 4

WORTH MORE AT TRADE-IN TIME

Chevrolet trucks traditionally bring more at resale than other makes costing about the same when new. Chevrolet trucks keep their value longer and give you real, substantial savings right up to the day you sell them. See your Chevrolet dealer soon.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHRO-MESH TRANSMISSION**—for fast, smooth

shifting • **HYPOID REAR AXLE**—for dependability and long life • **TORQUE-ACTION BRAKES**—on light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models • **TWIN-ACTION REAR BRAKES**—on heavy-duty models • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-

duty models • **CAB SEAT**—with double-deck springs for complete riding comfort • **VENTIPANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGNED BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



"On Location" CARPET SHAMPOOING Pays Big Profits!

EARN 2¢ To 5½¢ Per Sq. Ft.

**START WITH A DOWN PAYMENT
AS LOW AS \$350!**



Every year wall-to-wall carpeting becomes more popular. And every year this tacked-down carpeting gets dirtier and duller and dingier . . . until some enterprising cleaner comes along and offers to clean it on location. Why shouldn't you get this profitable business?

Your present customers will welcome this service . . . and so will the owners of stores, theaters, hotels, apartment buildings, lodge halls and churches. Some on-location jobs run up to 5,000 sq. ft. and more. Owners willingly pay good rates for on-location carpet cleaning . . . especially when they see how HILD System Shampooing revives the bright colors, the lustre and soft "feel" in dirtiest carpeting. Here's big-profit, big volume business which you can get without adding to your plant, and without a big cash outlay.

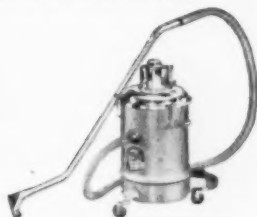
Hild Helps You Get Business

Right from the start you can get business from your present customers. And there's plenty more to be had by aggressive advertising. HILD makes it easy for you to advertise at small cost. Striking newspaper ads, post-cards, circulars printed with your name and address, and many other Sales and Advertising Aids are available for your use. Get complete information. Mail the coupon today!

HILD EQUIPMENT ... Proved-in-Use Over 25 Years



HILD All-Auto-Matik
Upholstery
Shampoo Machine



HILD Heavy-Duty
Wet-and-Dry
Portable Vacuum

Mail Coupon for FREE BOOK!

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

Please rush your book of "FACTS about Shampooing
Carpets On-Location." We are also interested in

- ☐ Hild Vacuum
☐ Hild Upholstery Shampoo Machine

Name

Address

City State NC-9



For September, 1952

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NATIONAL CLEANER AND DYER

VOLUME FORTY-THREE

SEPTEMBER NINETEEN HUNDRED AND FIFTY-TWO

NUMBER NINE

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Midwestern Advertising Offices, 29 N. Wacker Drive, Chicago 6, Ill.; Telephone: Franklin 2-3558-67. Edward W. Korbel, Manager.

A vote of thanks should be given by the drycleaning industry to *Reader's Digest*, and its author C. Lester Walker, who recently published an article entitled "Be Your Own Drycleaner." Nothing could be better calculated in the long run to raise the stature of the drycleaning industry in the eyes of the public.

Reader's Digest

If a customer were to ask us what we thought of the article (and believe us, plenty of them have already), our rejoinder would be, "Haven't you tried it?"

In the first place, the apparent vein of Mr. Walker's remarks is that spotting is something any child can do. But if you study the article carefully, you cannot put your finger on any sentence or word that comes right out and says spotting is simple. The nearest approach to it is a sentence in the first paragraph which says, "With just four bottles, each of a different cleansing agent, you can remove any spot or stain successfully at home." This is repeated at the end.

From this initial statement on, the article is sprinkled with precautions and warnings most of which, as any experienced spotter can tell you, don't give half the story. For instance, the author advises the reader to rinse oxalic acid out carefully. What he doesn't tell the dear readers is that the drycleaning industry has practically discontinued the use of oxalic acid because even with the facilities available the drycleaner has difficulty rinsing it out. Nor does he tell the customer that if oxalic acid is not rinsed out and she runs an iron over the spot, she is likely to have a color change that can't be "removed."

It is a number of little things like this that make us believe many a chastened customer will be coming to the drycleaner with a messy or damaged garment and a tale of woe about how she tried to spot the garment a la *Reader's Digest* "and now look at it!"

We do give the article credit for warning the customer that fumes from one cup of carbon tetrachloride in a poorly ventilated place may cause death.

This article, however, by inference does point up one big important point that the drycleaner appears to try to ignore. When the average customer thinks of drycleaning, he or she primarily thinks of spot and stain removal. This is borne out by the customer survey reported in this issue which shows that the greatest cause of complaints against drycleaners (amounting to nearly one-fourth of the total) is that they do not remove all the spots.

Drycleaners who feel they are getting away with ignoring spots or pinning "alibi slips" on them are only kidding themselves in the long run. The spots on milady's dress may be hers, as many a cynical spotter points out, but she comes to you to get rid of them. If you don't remove them, she will be more strongly tempted to monkey around with the kind of dynamite *Reader's Digest* is so naively handing her.—W. R. P.

Simplified Spotting Chart

RED background for WET spotting

Rinse or feather with water or steam gun

BLACK background for DRY spotting

Rinse in solvent with filter circulation

GROUP A

Albumen
Blood
Discharge
Food, starch,
sugar, sweets
Glue
Ice Cream
Mud
Perspiration
Water marks

Protein formula

11 parts Mulsolite
1 part 26" AMMONIA

Prespotter

1 part CYCLO or 886
1 part SOLVENT
1 part WATER

Powdered digester

R.S.R.
Mfg. by Wallenstein Co.

GROUP B

Beer
Coffee
Dye stains
Fruit juice
Grass stains
Liquor
Medicine
Soft drinks
Tea

Tannin formula

1 part Mulsolite
1 part GENT FORMULA No. 209

Powdered stripper

STREEPENE
for whites only

GROUP C

Inks

Tannin formula

alternated with

Protein formula

Straight Pyratex

Marking and ball pen ink

Streepene

for whites only

GROUP D

Rust
AND OTHER
IRON
COMPOUNDS

Erusticator

Mfg. by Penn. Solv. Mfg. Co.

Tannin formula

for weighted silks

Streepene

for whites only

GROUP E

Asphalt
Bottom streaks
Grease
Oil
Paint
Pitch
Tar
Varnish

Dry spotter

1 part PYRATEX
1 part SOLVENT

Wet spotter

1 part PYRATEX
1 part WATER

Dry spotter

1 part CYCLO or 886
2 parts PICRIN

Volatile-dry

Straight PICRIN
for touch-ups

GROUP F

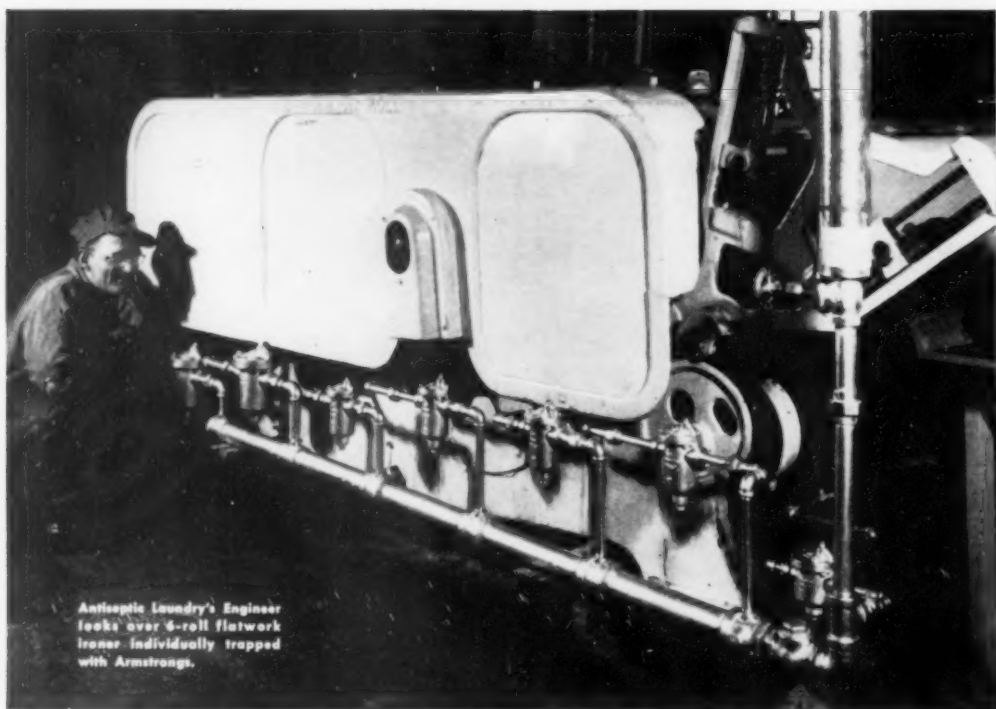
Collodion
AIRPLANE DOPE
ENAMEL
LACQUER
NAIL POLISH
NEW SKIN
Lipstick®
Rouge
Shoe polish

Wet spotter

1 part PYRATEX
1 part WATER

Collodion remover

Straight PYRATEX



Antiseptic Laundry's Engineer looks over 6-roll flatwork ironer individually trapped with Armstrongs.

IRONER PRODUCTION UP 25% WITH ARMSTRONG UNIT TRAPPING

95% less trouble, 95% less maintenance
says Antiseptic Laundry, Chicago, of Armstrong Traps

"WE'VE STANDARDIZED ON ARMSTRONGS" says A. F. B. Klein, operator of the Antiseptic Laundry, Chicago. "This is why: First, we individually trapped one of our six roll ironers with Armstrongs, a No. 812 on each of the first two chests, a No. 811 on each of the last four chests and a No. 800 on the supply header. We checked results:—a neat 25% increase in production, pillowcases and sheets came through faster, dry in one pass where before they often had to be passed through a second time. Since standardizing, the maintenance picture improved, too. Armstrongs have given me 95% less trouble, required 95% less maintenance than traps of other makes."

Mr. Klein likes Armstrong Unit Trapping because he now gets *all* the capacity that was built into his machines due to Armstrongs' ability to remove air and condensate as fast as it forms. On maintenance, credit this fact: mechanisms in Armstrong Traps for laundry service are identical in design, material and workmanship to those used in power plant service at 1500 lbs. pressure and 900°F! Your nearby Armstrong Representative can advise and supply you. Give him a call, today.

Armstrong Machine Works, 850 Maple St., Three Rivers, Michigan



ARMSTRONG UNIT TRAPPING

This means installing an individual Armstrong Steam Trap on each steam-consuming unit, including each separate chamber, chest, or cylinder of every machine. Only then can you achieve the machine's maximum work output.

TRAPPING FOR PROFIT

This bulletin describes in detail correct trapping operations on ironers, presses, tumblers, etc. It explains Armstrong Unit Trapping: how it works, why it's better; gives complete recommendations on sizes of Armstrongs to use for most makes of laundry equipment. Ask for your free copy of Bulletin 1931.



ARMSTRONG STEAM TRAPS

**BEAT CURRENT
FILTER POWDER
SHORTAGES with**

SO-KLEEN penetrant

Reg. U. S. Pat. Off.

CHARGE SYSTEM SOAP—CHOICE FOR OVER 10 YEARS—YOUR BEST BET TODAY BECAUSE SO-KLEEN Penetrant CAN BE USED WITH MAGNESOL OR ANY OTHER CLARIFYING FILTER AID . . . FILTER POWDER SHORTAGES DON'T BOTHER YOU!

SO-KLEEN Penetrant IS ALWAYS YOUR WISEST CHOICE BECAUSE

... IT'S A MONEY SAVER

SO-KLEEN Penetrant gives you a continuous dual dry and moist action that minimizes spotting, wet cleaning and finishing. There's a tremendous increase in the number of "pass-ups" and remarkable decrease in wet cleaning.

... IT GIVES SUPERIOR PENETRATION!

SO-KLEEN Penetrant thoroughly removes embedded grease, grime and spots. It's not removed by filtration, it stays in and supercharges the solvent load after load. SO-KLEEN Penetrant always gives uniform results . . . and is odorless.

... IT'S EASIER TO USE!

SO-KLEEN Penetrant directions are simple. Just charge your solvent, prepare and add your emulsion. That's all! No demonstrations, no test kits . . . no guesswork.

Still your best buy at only \$1.92 gal. (55 gal. drum)
\$2.03 gal. (30 gal. ½ drum) \$2.14 gal. (15 gal. ¼ drum).

Shipped anywhere in the U. S.

FOR SYNTHETIC MACHINERY USERS—ASK FOR SO-KLEEN "SY" PERC CONTAINING PERCHLORETHYLENE AS A VEHICLE FOR THE SAME SUPERIOR PENETRATION (slightly higher price). ORDER TODAY (please list your jobber)

MERSON PRODUCTS CO.
63 Essex St., Jersey City 2, N. J.





(His business paper . . . of course)*

Maybe you get more fun fishing for facts than for flounder. Many people do. It's good sport latching onto new facts, fresh ideas, the solution to tough problems . . . in your business paper. It's good reading. And fun or not, it's *required* reading. That's why the **Best Informed Men in your Field** rarely miss an issue. They can't afford to.

There never was a time when business changes came so fast. And this business paper of yours has never been as important to you as it is today. The busier you are, the more you need it to scout the field for you, for what's new and what's coming . . . to dig into the why and how of new methods and weigh their value. Read every issue

thoroughly . . . both editorials and ads. Both are crammed with news and how-to-do-it, where-to-get-it data to keep you one of the **Best Informed Men in your Field**.

The business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. This means it is a *paid-circulation* paper which must *earn* its readership by the quality of its editing. It is one of a leadership group of business papers that work together . . . in editorial conferences and many a study and service project . . . to add new values, new usefulness, new ways to make the time you give to your business paper still more *profitable* time.

THE NATIONAL CLEANER & DYER*

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



speed up
the wet cleaning operation

reduce
your cost per garment



1. use the new increased strength **RSR**
2. put all garments to be wet cleaned into the **RSR** bath first

Previous digestion in the RSR Bath is particularly important where a strong soap solution is used because spots that have to be worked on will be especially hard-set and tenacious.



For matchless efficiency . . . use the RSR (Constant Temperature) Digester Tank to keep the RSR bath at the temperature where the enzymes work most effectively.

Follow this practice and be sure that spots and stains will be completely soluble in ONE treatment. You will avoid time-consuming hand labor and risky, hard scrubbing.

The cost of the new, more potent RSR is negligible.
You get 141 gallons of digesting solution from every pound . . . costing you less than 3c per gallon.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York, N. Y.

LETTERS to the EDITOR

Emulates Hanger Contest

Dear Editor:

In an article written by Lou Bellew a couple of months ago he told of a cleaner in Knoxville, Iowa, who gave away a bike to get hangers. I was very interested in it and decided to try a similar stunt.

My contest ran from June 2 to June 27 and I gave away the prizes Saturday morning the 28th at 10 a.m.

I went to the Western Auto Store and also got a Hiawatha bike. The dealer gave me newspaper mats like those shown in your article, and I got the \$60 bike for \$45. For second prize I gave away a baseball and mitt, and for third prize a big league bat. Total cost of prizes was \$52.50.

I ran an ad in the paper once each week and twice the final week. The cost ran around \$50. I received three front-page news articles, which was good advertising, free of charge.

I requested the hangers he tied in three places and in bundles of 25, just as your article had stated, and also did not accept bent, broken, rusty or wooden hangers. However, I did not pay any money for them as Mr. Riddlen did. (The article stated he paid 10 cents for every 25 hangers.) I figured I could get the same results with less expense and bookkeeping.

Total results: 15,325 hangers at a total cost of \$102.50, half of which was for advertising I would have bought, anyway. Cost for new hangers \$12.50 a thousand for plain, \$18.60 with guards.

Anacortes is a town on an island in the San Juans with a population of 7,000.

Thanks for the good article which inspired me to do likewise. It created a lot of public interest and people really went for it as it was all new in this district.

HAL HARKER
Anacortes, Washington Owner, Model Cleaners

Sample Dyeing As Career

Dear Editor:

Once again I am asking you for advice, which has always been dependable. I have had 25 years of experience in the drycleaning business and am now a fancy spotter. My age is catching up on me; I am now 50 years old.

I hope to stay in the drycleaning business a long time, but I am considering a little variation in service. I am thinking of learning to be a sample dyer, and would like to know if that branch of service is overcrowded. Do you think the demand for this special trade would justify my taking a course? Would it be a more suitable job for an older person to hold down?

OLDTIMER

Our guess is that there is a genuine shortage of good sample dyers in the industry, but because the garment redyeing industry is very small in numbers the turnover is slow and the opportunity limited.

We know of no school giving a course in sample dyeing, except for a very rudimentary course at the National Institute of Cleaning and Dyeing in Silver Spring, Maryland.

It is our impression that today a good sample dyer doesn't make much if any more than a good fancy spotter in the way of salary. On the other hand, fancy spotting is becoming an ever smaller portion of the entire spotting job. If you could do an occasional job of sample dyeing as well as the fancy spotting for a large plant, it would probably make you that much more valuable to your employers.—EDITOR

Garment Dyers' Thank-You

Dear Editor:

I have received in this morning's mail the August issue of NATIONAL CLEANER & DYER and notice on page 86 that you have given our Garment Dyers Guild of America a splendid pat on the back with respect to the recent clinic which you attended.

I firmly believe that this will be just the beginning of a series of similar meetings. They should be progressively more important to our industry and it is nice to know that the major publication of the industry is interested in our efforts to raise the standards of production and performance in this stepchild of the drycleaning industry.

I believe that you have put your finger on the most important aspect of this particular clinic which, as you say, is not to see what the physical assets of any particular plant may be, nor is it specifically to get direct information, but rather to promote a feeling of cooperation amongst the various larger operators involved. That, to me, is the most important thing to be considered at the beginning of these clinics. On future developments our progress will depend on the maintenance of this spirit.

Again, on behalf of the Garment Dyers Guild, thanking you for your cooperation.

FRED L. NUTTALL
Scranton, Pa. Electric City Dyeing Company

Progress of Oklahoma City Forum

Dear Editor:

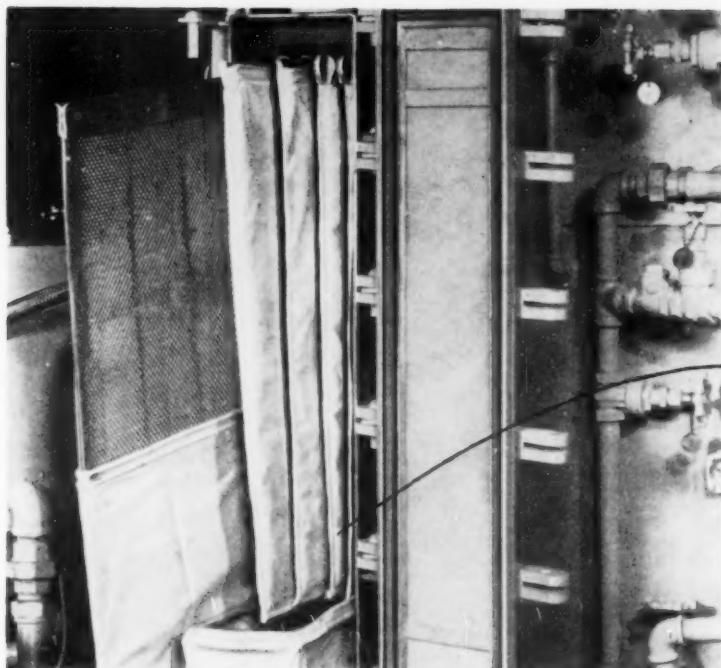
Last fall you expressed an interest in how our "Fabrics Forum" would function after it got down to routine. More smoothly than you'd think.

During November, last year, three or four of the cleaners got together and in a few hours on the phone came up with enough financial support to keep the program going for another year. More general acceptance of the program and greater familiarity with the problems involved has enabled us to cut down on our work load and handle many matters by telephone that used to require a great deal of time.

Public reaction has been most favorable and further encouragement is received from the continued and increasing use made of the Forum by retailers, and most encouraging of all is their acceptance and use of the facts developed for them about problem fabrics.

We are all grateful to you for the shot-in-the-arm you gave the program with your fine story and editorial.

JOHN G. DRAPER
Oklahoma City, Okla. Better Business Bureau



We'll be at the
A.I.L. Show—
Booths 650-652

SEC's Purification System

**Minimizes Redeposition
Increases Volume
Reduces Work**

SEC's purification system gives you *twice the cleaning volume with half the work.* That's because, with SEC's greater filtering area, you can run from 2 to 3 times as many loads before filter change is necessary—with *a minimum of redeposition.* And SEC's easy-to-handle side-sliding filtering screens cut your filter change time in half.

With a highly efficient, trouble-free, centrifugal, packless filter pump, the

SEC gives high-speed volume solvent delivery. This means better circulation for more thorough cleaning of garments.

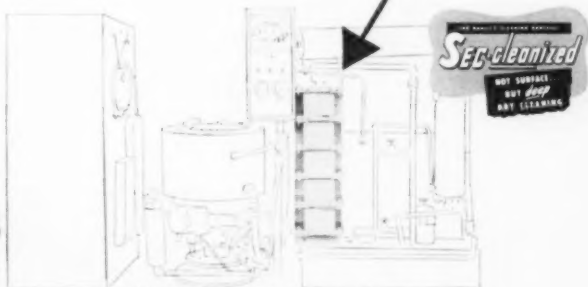
This new purification system is just *one more reason why SEC gives you and your customers faster and better dry-cleaning . . . why SEC-cleanized, the nationally advertised quality cleaning process, means a more profitable cleaning business.*

Write for your free copy of "The SEC STORY."
This booklet gives you complete information about
the SEC drycleaning process.

SEC CLEANING SYSTEMS

SEC-a-matic Corp. 55 La France Ave., Bloomfield, N.J.
A General Precision Equipment Corporation Subsidiary

Sales and Service Offices
in All Principal Cities



Model AHR-X Shown. Others Also Available

talk about production!



...and at only HALF THE COST!

here is the amazing story of the
EXCELSIOR "One Operator"
Silk Finishing System

● ONE operator does the work of TWO!
Result . . . increased profits for you!

● Operators do better work . . . faster!
Result . . . increased profits for you!

● Cuts your finishing department payroll
in half! Result . . . increased profits for you!

● "Hand Finished" quality on a produc-
tion basis steps up customer satisfaction!
Result . . . increased profits for you!

● Hundreds of America's leading plant
owners acclaim this sensational low cost,
high production, increased profit story.
Investigate now!



One Operator SILK FINISHING SYSTEMS
Are An EXCELSIOR Exclusive

Reg. U.S. Patent No. 2490618



CONSULT YOUR JOBBER OR WRITE DIRECT

EXCELSIOR MACHINERY COMPANY

1452 RANDOLPH ST., DETROIT 26, MICH.

ANSWERS

TO QUESTIONS ON DRY CLEANING

...that may solve a problem for you

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. The answers are printed here for your information as a possible service to you in your operations.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Q. What procedure do you recommend for boiling out a still after residue has been drained off?



A. 1. Close solvent return-line from water separator to clean storage tank and turn on coil steam for 1 minute to check for steam leaks. See that vent line between condenser and water separator is clear.

2. Dissolve 3 to 5 lbs. of trisodium phosphate or soda ash in water and pour or pump into empty still. Add sufficient water to completely cover the coils.

3. Regulate coil steam to maintain a slow rolling boil for 30 minutes and drain.

4. Follow with two 30-minute boiling-hot water rinses and drain.

5. Drain and clean out water separator and open solvent return line to storage tank before recharging still.

Q. My 40-gallon-per-hour still does not give me enough distillation with 50 lbs. steam pressure. Could I improve distillation by raising pressure to 75 lbs.?



A. We do not recommend raising the pressure. Unless otherwise specified

by the machine manufacturer, the normal steam pressure is 45 to 55 lbs. Check the accuracy of your pressure gauge. If correct, a slow distillation rate indicates the need for a still clean-out. (See previous question.)

Q. Almost every load of garments run through our non-recovery unit is basket-marked, particularly light gabardines and overcoats. The extraction cycle has been checked, and our solvent is in good condition. What do you suggest?



A. Assuming load weights and extraction cycle are correct, perhaps leakage of air into the washer shell during extraction is responsible. If air passes through the garment during extraction, evaporation of solvent from the garments could form these basket marks. We suggest that you tighten the fittings of the loading door. You should also make sure the deodorizing fan is shut off and the exhaust damper is sealing properly during extraction.

Q. In your Modern Dry Cleaner (Vol. 16—No. 3), you recommend boiling down the still and using dry steam above the residue to sweep out and re-



cover perchlorethylene vapors before removing oils and grease. Why is steam sweeping better than direct steam to bottom of still residue?

A. Injection of steam into the liquid bath causes a condensation of steam to water in the bath. This raises the bath level and tends to increase foaming. With steam sweeping, these difficulties are avoided and time required is much shorter.

Q. Sometimes my still foams immediately after cleaning out. What causes foaming when there is very little oil or dirt present in the still charge?



A. Here are several possible reasons: (1) A leak in the steam coil. (2) Presence of finishes extracted from garments. (3) Residue remaining in still after poor drain-out. Residues should be drained while hot. (See question on still boil-out.)

Q. How can I determine how much "Perclene" I should recover from the still residue drawn off for redistillation?




A. Determine the specific gravity of the sludge by weighing a gallon. The amount of "Perclene" you should be able to recover is discussed in Vol. 17—No. 2 of Modern Dry Cleaner. Write us for your copy of this issue.

E. I. du Pont de Nemours & Co. (Inc.)
Electrochemicals Department
Wilmington 98, Delaware

DU PONT

"PERCLENÉ"

PERCHLORETHYLENE SOLVENT



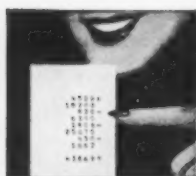
150th Anniversary

Better Things for Better Living
... through Chemistry



1. AUTOMATIC CLEAR SIGNAL

Gives automatic printed proof of whether or not machine was "clear" when first amount was listed. There's never any doubt!



2. SUBTRACTIONS IN RED

Can never be mistaken for additions. Red figures stand out even after being "checked off" on tape. Saves time. Prevents mistakes.



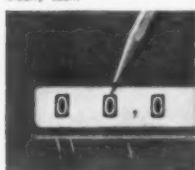
3. AUTOMATIC CREDIT BALANCE

"Minus" total computed automatically and printed with only one touch of total bar. Prints in red with CB symbol. Always clearly seen.



4. AUTOMATIC SPACE-UP OF TAPE

Tape automatically moves up to tear-off position when total is printed. Saves time and effort. Saves a lot of paper, too.



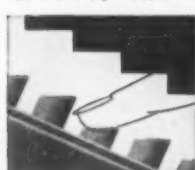
5. LARGE ANSWER DIALS

Always show the running total in large numerals. No eye strain. Permit use of machine without tape. Another big time saver.



6. EASY-TOUCH KEY ACTION

Cigarette doesn't even wrinkle. Several keys may be pressed at once. Ciphers print automatically. Time saving about 30%.



7. STAIR-STEP, VISIBLE KEYBOARD

Key arrangement prevents depressing two keys in same column at same time. Amounts stay visible on keyboard until added or subtracted.



8. RUGGED-DUTY CONSTRUCTION

Built to give longer life at lower cost. All working parts double rust-protected. Compact for desk use. Rugged, yet easily moved as needed.

ON average listings these 8 features save hundreds of motions every hour. The more of these features an Adding Machine has, the more time and effort will be saved every hour the machine is used.

Isn't it reasonable, then, to get the only Adding Machine that combines *all 8*—the National? Call the local National factory branch, or dealer, for a demonstration. Models and prices to fit your needs. (No obligation to buy).

MODEL SHOWN IS EN

Only *National*
has all 8
money-saving
features
on one
adding machine



National
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

IMPROVED!



TOP
PAD
(foam rubber)

BASE
PAD
(metal mesh)

Resillo



Foam Rubber + Metal Mesh
REG. U.S. PAT. OFF.

PADS

Standard of Quality for Dry Cleaning Presses

Now Feature

IMPROVED TOP PAD

**for Even Higher Quality Pressing
and Longer Pressing Life**

Resillo

FOAMONEL PRESS PADS:

- Provide higher quality pressing.
- Most economical pads, combining foam rubber resiliency and metal mesh durability.
- Eliminate frequent costly changes.
- Constructed in exact accordance with press manufacturers' specifications.
- Permanent type padding—secured to press by eyelets and wires.
- The only foam rubber pad with metal mesh base.

Guarantee

The high quality construction of the widely accepted, widely used Resillo FoamOnel Pad makes possible these guarantees: 1. The FoamOnel Base Pad is guaranteed for a minimum of two years. 2. The FoamOnel Top Pad (foam rubber) is guaranteed for a minimum of four months. With normal care FoamOnel will last much longer.

Your Resillo Jobber is trained to help solve your press maintenance problems. Call him today.

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL

Resillo **PRESS PADS**

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

SIGNS of the TIMES

DEFENSE DATA

The effect of the steel strike will be felt in new construction, according to a new priority arrangement. In allocating steel for new construction, NPA will give priority to defense expansion projects, then industrial expansion projects involving hardship or in areas of substantial unemployment. Any steel left over will be allocated to projects under way, and finally divided among less essential new starts in the industrial and commercial fields. Drycleaning and laundry plants are in the commercial category.

On the other hand, restrictions on the use of copper and aluminum in construction have been liberalized. Aluminum and copper may be used for any purpose in commercial construction, including decoration, and self-authorized construction projects may use per quarter 1,000 pounds of copper and copper-base alloys and 2,000 pounds of aluminum.

The drycleaning-laundry amendment has been included in the Military Construction Appropriations Law for the second time. Under this amendment, no funds authorized by the act are to be used to construct drycleaning or laundry facilities in the United States, its territories or possessions, if adequate facilities are obtainable from commercial sources at reasonable rates.

A power-laundry price increase of 7 percent has been authorized by OPA in the Cincinnati trading area, comprising Hamilton County, Ohio, and Boone, Kenton and Campbell Counties, Kentucky. The increase is limited to power-laundry services and does not include drycleaning services supplied by power laundries, nor hand-laundry, launderette, diaper or linen-supply services.

#

New GI Education Bill: A new bill provides educational benefits for veterans who served in the armed forces any place in the world since the start of the Korean conflict on June 27, 1950. To be eligible, a veteran must have had at least 90 days' total service, unless discharged sooner for service-incurred disability, and must have a discharge other than dishonorable.

Veterans are allowed one and one-half days of training for each day in service after June 27, 1950, up to a maximum of 36 months. Veterans who have trained under the earlier laws may get up to 48 months, minus whatever time they have already spent in training.

Schools must be approved by a state approving agency or the VA, and only one change of program is permitted, except with VA approval.

Veterans now out of service have until August 20, 1954, to start training; those still in service must start within two years after discharge. No training may be given beyond seven years after discharge.

The new bill changes the method of payment of educational benefits. Under the previous bill, costs and tuition were paid to the school, and a monthly subsistence allowance to the veteran. Now a veteran in training will receive an education and training allow-

ance each month, from which he must pay for tuition, books, supplies, etc., in addition to his subsistence. Veterans in full-time training will receive \$110 a month, if they have no dependents; \$135 with one dependent, and \$160 if they have more than one dependent. Those in training only part time will receive lower rates. Should a veteran's training plus his earnings as a trainee exceed \$310 a month, his allowance will be reduced accordingly. On correspondence courses, the VA will allow the school's established charge for nonveterans taking the same course.

The veteran will receive his monthly allowance after the end of each month of training completed, upon certification from himself and his school that he was actually taking the course during that period.

#

Carbon Tet Hazard Increasing: According to an article in the American Medical Association's *Archives of Industrial Hygiene and Occupational Medicine*, carbon tetrachloride is a poison hazard of increasing importance.

One finding of a joint survey by two U. S. Public Health surgeons was that persons drinking alcoholic beverages are more likely to be affected. Almost all cases of carbon tetrachloride poisoning which they studied involved persons suffering from chronic alcoholism or men who had been drinking before or during exposure. In some cases fellow workmen who had not been drinking and were exposed to the same fumes were not affected.

Besides alcoholics and undernourished persons, the surgeons urged nonuse or nonexposure to carbon tetrachloride by obese persons, those with a lung, kidney, liver or heart disease, peptic ulcer or hypertension, and by those sensitive to carbon tetrachloride or similar products.

The solvent, the doctors pointed out, is potentially toxic by inhalation, by contact with the skin or mucous membranes, or by swallowing. Poisoning may result from a single brief exposure to a high concentration of vapor or from prolonged, excessive or repeated exposure.

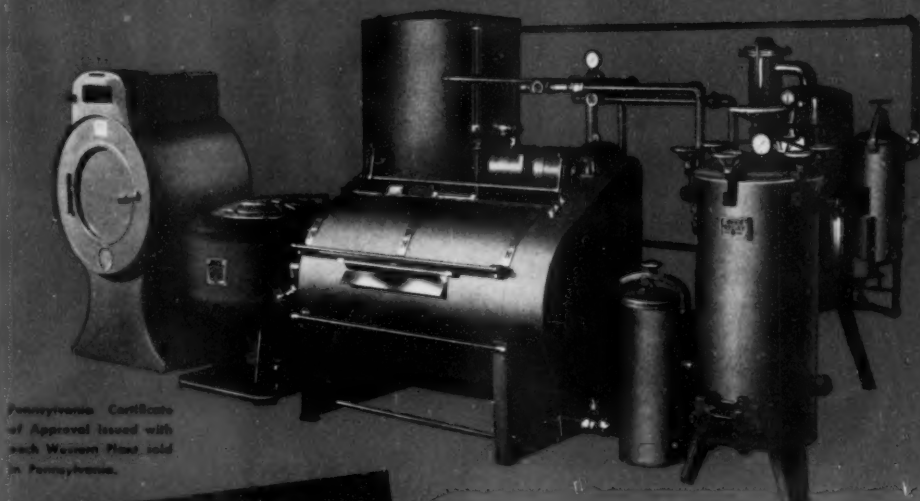
As emergency measures in cases of poisoning by inhalation, the surgeons suggested removal of the patient to fresh air. In some cases artificial respiration and oxygen may be necessary. Caffeine may be given as a stimulant.

In poisoning by swallowing, immediate copious washing of the stomach with plain water is recommended. Milk or other fatty liquids should not be given because of the danger of producing fat embolism. Alcohol, of course, should not be given.

The article also reported that because of at least 12 deaths of New Yorkers last year caused by carbon tetrachloride poisoning, the New York City Board of Health now requires manufacturers of cleaning fluid containing carbon tetrachloride to label their products with special warnings against misuse.

(Continued on page 92)

If it's Quality...then it's Western



Pennsylvania Certificate of Approval issued with each Western Plant sold in Pennsylvania.

Complete PACKAGE UNIT DRY CLEANING PLANT



THERE IS A **Western Complete Dry Cleaning Plant** to Fit Every Size Requirement

Matched Equipment Throughout Gives Team Work Efficiency.

Complete Even to Pre-fabricated Piping Ready to Hook Up. 8 Hour Installation. Install Over the Weekend.

For Use With 140° F. or Stoddard Solvent.

Extractor Matched to Washer Capacity... Takes the Whole Washer Load.

Famous Western Model 500 Dry Cleaning Washer—Finger Tip, Push Button Control.

Units Arranged to Take a Minimum of Floor Space.

SPECIFICATIONS: Model SM 1

WASHER—30x48 Direct Motor Drive with automatic self-closing door and steam smothering device.

TUMBLER—36x30.

STORAGE TANK—450 gal. triple compartment (200 gal. clean; 200 gal. dirty; 50 gal. Ext. drain—all in one.)

EXTRACTOR—30" 70 lb. capacity.

FILTER—2000 GPH capacity. Filter Pump—1½" Direct Motor Driven.

VACUUM TRAP—1½".

STILL—75 GPH capacity. Still Pump—1½" Direct Motor Driven.

SIZE—Occupies floor area 16'x8'.

Here's the economical way to have a *better* cleaning plant. Western's complete package units are available in 3 sizes. Each size is carefully engineered so that all units are equally matched in production capacity. This engineered arrangement assures maximum working efficiency in a minimum floor space. All Western units are shipped ready for easy assembly with all pipe pre-fabricated and clearly tagged. *You can have a complete plant in operation only hours after it arrives!*

MAIL THIS
COUPON
NOW
FOR
MORE
INFORMATION!



WESTERN LAUNDRY MACHINERY CO.
420 E. 10th St., Dept. NC-9, North Kansas City, Mo.

Forward specifications on _____ capacity Western D. C. Plant.

FIRM _____

BY _____

ADDRESS _____

CITY _____ STATE _____



AT LAST!

A Perfected

Detergent for the **STRONG SOAP
SYSTEM (S. S. S.)** or **CHARGED
SYSTEM** of Dry Cleaning . . .

REE-TEX

It Works with **MAGNESOL, D-C FILTROL,
HYFLO SUPERCCEL, SPEEDPLUS** and other Filter
Powders in Petroleum or Chlorinated Solvents

*We Can Supply a Simple Test Kit
for Determining Strength of the Detergent Solution*

REE-TEX Takes the "Bugs" out of the S. S. S. with Unheard-of Reduction in Spot-
ting and Wetcleaning.

REE-TEX will get Business for You and Lower Your Cost.
Write for details, no obligation.

RIVERSIDE

Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in the United States

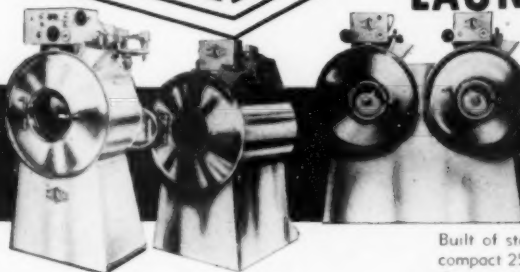
MANUFACTURING CO.

4919-27 CONNECTICUT STREET, ST. LOUIS 9, MISSOURI



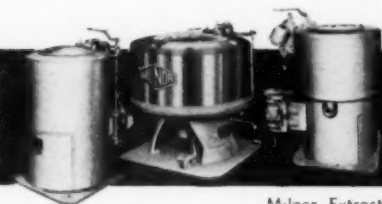
...the modern laundry system

LAUNDRY EQUIPMENT



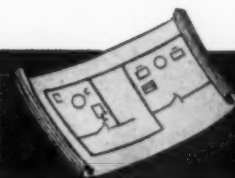
WASHERS

Built of stainless steel, Milnor washers are available in the compact 25-pound capacity model, the 50-pound size, double the capacity but with only a small increase in floor space, and the 25-pound dual, all specially designed for individual bundle washings. All models are available with manual, semi or fully automatic sequence timer controls.



EXTRACTORS

Milnor Extractors are rugged and dependable. They are sturdily built to withstand the punishment demanded of an extractor by the laundry and dry cleaning industries. New special features on all sizes of Milnor Extractors make them the best for hard, continuous use. Available in 17", 20", 26", 30", 40", 48", and 60" sizes.



PLANT LAYOUT SERVICE

Milnor engineers will be glad to supply free of charge plant layouts that are proven by their practical application in plant installations. We can help you re-design or lay out your laundry facilities. When you utilize our Plant Layout Service you will be assured better procedures, more economy, higher quality and higher profits.

SEE OUR DISPLAY IN BOOTHS
800 & 802 AT THE A. I. L.
CONVENTION, ATLANTIC CITY,
OCT. 2 THRU 5, 1952.

MAIL THIS COUPON TODAY FOR FREE CATALOGS AND
INFORMATION ABOUT THE MILNOR SYSTEM OF INDIVIDUAL WASHING

Pellerin **MILNOR** CORPORATION

8000 EDINBURGH STREET, NEW ORLEANS, LA.

Pellerin Milnor Corp.
8000 Edinburgh St.
New Orleans, La.

Send me information about the Milnor
System of Individual Washing.

NAME

ADDRESS

CITY STATE

Chemicals you live by



Here's what WAS needed for **REMOVING STAINS**

It was what you needed about 1850, that is—half pint water, half ounce sorrel, two ounces spirits of wine: shake well together and rub on stain with sponge.

This was the trouble your predecessors endured to produce miserable results. You can produce excellent results with modern, assured, synthetic solvents—

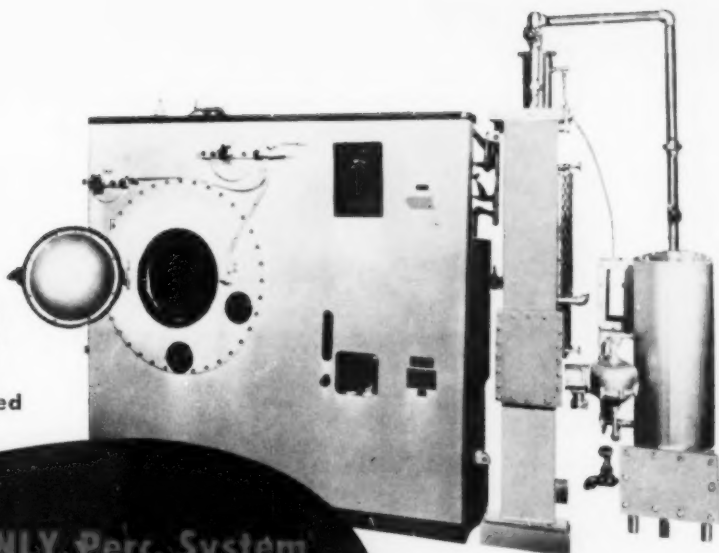
CARBON TET and PERCHLOROETHYLENE
By **DIAMOND ALKALI COMPANY**
Cleveland 14, Ohio

See Your **DIAMOND** Distributor for **FAST SERVICE, QUALITY PRODUCTS**





U. L. Approved



The **ONLY Perc. System**
With All These
Advantages

The American-*Martin* 25

In Hundreds of
Successful Installations

① **OPEN POCKET
Reversing Cylinder**

No partitions — No tangling.
No weighing of divided loads.
Best cleaning and drying principle.

② **OPEN-END LOADING**

Easy to load and unload quickly
... even by a slight girl.

③ **AUTOMATIC**

— Just Load and Unload.
No transfer of solvent-laden garments.

④ **PATENTED "ISO-VIBE"**

Isolates Vibration.
No bolting to floor. No special foundations.

⑤ **POWDERLESS FILTER**

Saves perc. Eliminates filter aids.
Saves labor in filter sludge cleaning.

⑥ **STRIP DISTILLATION**

Removes solvent from sludge.
(Not possible with ordinary distillation)



DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**
CINCINNATI 12, OHIO

Cleaners' Talents Dress Up Store



Artistic talent is not a bad gift for a drycleaner to have, as demonstrated by Casper and Charlie Kolb of Mercury Cleaners, Sacramento, California. Not only are both brothers artists, but they like to build things. The combination of these two abilities recently produced an attractive false corner in the store to screen off the door leading to the plant finishing room and the Kolbs' private office.

The top part of the screen is made of fluted corrugated glass flats, used as louvers mounted vertically above a 44-inch leather-faced base. On top of the leather base is a flower box which holds potted climbing vines and cut flowers. The vines are laced through the louvers and around the frame which holds them to give an unusually striking effect.

Another trick of the Kolbs which added to the good looks of the store was working out an inset in the partition wall behind the counter for holding the cash register. A similar inset was made into a sweater cabinet, with shelves set at an angle so that customers at the counter can get the full benefit of the multi-colored sweaters in cellophane wrappers.

Two-Purpose "Tale of Woe"

The copy reproduced below comprised the ad of Clock-Wise Cleaners of Hamburg, New York, in the July 10 issue of the *Hamburg Sun*, a weekly circulating in that town and neighboring villages.

"DON'T TELL ME YOUR PROBLEMS—
I'VE GOT ENOUGH OF MY OWN"

But we did promise to tell you what went wrong with our service last week. Here's the tale:

First, our production manager was out-sick. Secondly, we had a mishap which slowed down his replacement. Thirdly, a

motor burned out, and the machine was down 7 hours Wednesday.

Most of our regular patrons were most understanding; and we repaid their good will by working 17-hour days and catching up somewhat. A few people sniffed, "One hour service! Hmm." We wonder if these people ever tried to get a haircut or to make an appointment with their hairdresser on the day before a holiday. There just can't be enough barbers, beautifiers, or pressers to meet every peak!

Many cleaners and other service industries close down for vacations the week of the 4th. We had two persons on vacation, but we tried to remain open. Maybe we shoulda stood in bed!

Now, to thank our customers who have read this far, we'll give a 25c discount to anyone bringing in their copy of this ad. One to a customer, and the offer expires July 16.

5 Buffalo St.

Hamburg, N. Y.

CLOCK-WISE CLEANERS CORP.

According to William C. Kessel of Clock-Wise, the ad was designed to serve two purposes: (1) Admitting imperfections in service the previous week, it attempted to retain goodwill; (2) The company wanted to know whether people were reading its more wordy ads, which often contain NICD releases, advice on buying fabrics, and similar educational matter. The 25-cent-discount offer was a test of ad readership.

"Happy" Sells for the Chins



A little fellow who is affectionately known all over Mobile, Alabama, as "Happy" symbolizes the route service of Chin's Cleaners and Chin's Laundry in that city. The two firms are run by Tom Chin and his son Jack as separate operations, but their 11 trucks, two service cars and 14 stores feed both plants.

The trucks and service cars are painted a bright cherry red, banded in white. On top of each fleet unit is mounted the plastic rubber figure, carrying a laundry bundle in one hand and a drycleaning bag with Chin's name on it in the other. He wears a cap, bow tie and jacket like those worn by Chin routemen. The figures are made by a Chicago firm at a cost of \$22.50 each.

Public response to the figure has been so gratifying that Jack Chin is having drawings made. He plans to use Happy on all garment bags, billheads and in newspaper display ads.



Dreaming of Modernizing?

That's nice dreaming. And it's even nicer when you wake up to the fact that a Troy Electroclene Drycleaning Unit will be a Profitable investment and real business-builder for you. The unit shown above is a 60 lb. capacity unit which includes Troy Electroclene Washer, Troy Minute-Man Extractor, Troy-Olson Tubular Filter with vacuum button trap, Troy-Olson Still, two Troy-Mercury Tumblers, above-ground tanks and supply, circulating and still pumps. Troy Electroclene units are available in capacities from 35 to 200 lbs. dry weight per load, for use with all types petroleum solvents.

Don't put off those dreams to replace obsolete equipment. Send today for your free floor plans, showing how Troy Electroclene units can be arranged for straight line or "U" type layout, as shown.

Troy

ELECTROCLENE DRYCLEANING UNITS

TROY LAUNDRY MACHINERY • Division of American Machine and Metals, Inc., East Moline, Illinois
Sales and Service Offices in: New York • Boston • Atlanta • Washington, D. C. • Chicago • Los Angeles • San Francisco

Here's why most drycleaners use

BUCKEYE SIZE

- more economical
- more efficient
- safe for all fabrics
- safe for all colors
- water soluble
- immerse or spray
- restores natural life to garments
- improves finish of wet cleaned garments

Your best bet is Buckeye when it comes to size! Laces, nets, silks, woolens, synthetic fabrics, linens, drapery fabrics, slacks and sport shirts are all better sized with Buckeye. This highly efficient size assures you of the proper finishing demanded by your customers!



FREE OFFER!

THE DAVIES-YOUNG SOAP CO.
Box 995, Dayton 1, Ohio

MCD-952

Please forward a free sample of BUCKEYE SIZE!

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____



Buy BUCKEYE SIZE
By the case and SAVE!

SYMBOL OF QUALITY

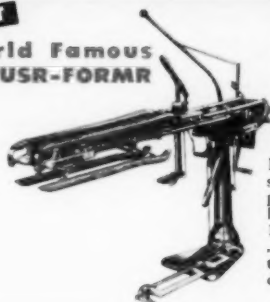
THE **DAVIES-YOUNG**
SOAP COMPANY
Dayton 1, Ohio

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

Build Your Business with *Bill Glover* PROFIT MAKERS

BEST

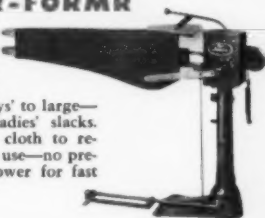
World Famous TROUSR-FORMR



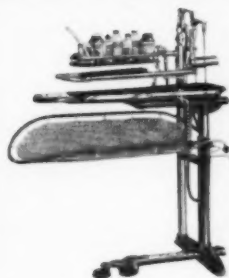
For wet cleaned pants. Stretches, shapes, removes wrinkles... all in four simple operations. Eliminates shrinkage. Cuts pressing time in half. More than 10,000 in use... many for fifteen years of daily service!

NEXT BEST

NEW Junior TROUSR-FORMR



A low priced stretcher. Makes wet cleans as easy to press as dry cleans. Fits a wider range of sizes from boys' to large—a smaller waist for ladies' slacks. Hardwood forms—no cloth to replace. Always ready to use—no preliminary warm-up. Blower for fast drying.



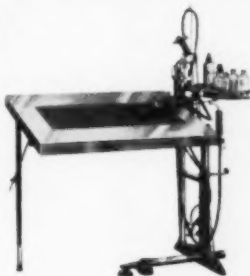
SPOTTERS SPOTTING MACHINE

Acclaimed by Spotters everywhere. The one and only Spotter's Spotting Machine... specially designed to meet all the requirements of spotters for higher quality work at a faster rate.

SPOTTING TABLE

for Woolens Only

Roomy top requires fewer lays. Easy, fast spotting, with handy steam gun and chemical tray. Adjustable height and tilt... for the convenience of any operator.



DRYERS and SEMI- FINISHERS

Exclusive Features—fast drying revolving top. Nylon brush clamps. Now internal steaming speeds production. Single Dryer shown—other models include the Twin and a Steam Turbine Triple.



GLOVER FINISHING SYSTEM

Finishing Board (Steam and Vacuum)
Puff Irons (Double Cabinet)

Supreme in the field... built right to do the job right. Get better results in less time with less skilled help.

ROCKER WASHER for Laundry—Dyeing Wet or Dry Cleaning



Rocker action cleans cleaner in less time. Safe... no drop.

SEE YOUR
Bill Glover
JOBBER

Built for Long Life, Lowest Maintenance Cost

EXCLUSIVE BILL GLOVER DESIGNS... manufactured from quality materials by skilled and experienced craftsmen... assure long service life with the lowest maintenance cost. Cut your production costs... please your customers... with Bill Glover Profit-Makers.

Bill Glover, Inc.

5204 Truman Road
Kansas City 1, Mo.



Sr. and Jr.

Are you getting **MAXIMUM PROFITS**

and now—
for a complete guide
to storage vault instal-
lation and operation—
Free!

With every copy of

THE FUR BOOK— STORAGE FOR THE DRYCLEANER

18-page reprint of
NATIONAL CLEANER & DYER
series includes:

building for low insurance rate;
fumigation, temperature, hu-
midity; layout, identification,
records; inspection—receipt
and delivery; how to figure
costs and profits; storage sell-
ing and promotion.

*from your
Storage Vault?*

Fur storage and fur cleaning are only two of the *big profit potentials* in a vault installation. You can get more business from your present customers . . . and attract new customers . . . by offering a complete fur service in your own plant! Get your share of the profits waiting for you in fur repair . . . remodeling . . . merchandising. You can build up a good volume in any or all of these potential markets . . . with the help of

THE FUR BOOK

A Practical Guide to
Fur Garment Making, Maintenance,
Repairing and Remodeling

BY DAVID G. KAPLAN

Fur Editor, The NATIONAL CLEANER & DYER
Outstanding teacher-furrier-consultant

Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

**A COMPLETE, PRACTICAL,
SELF-TEACHING COURSE**

FOR ONLY \$7⁵⁰

.....

• The NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

• Gentlemen: ☐ CHECK ☐ MONEY ORDER

• ☐ Please send me my copy (postage paid) of THE FUR BOOK
by David G. Kaplan. ☐ Please send also my free copy of
STORAGE FOR THE DRYCLEANER.

• Name _____

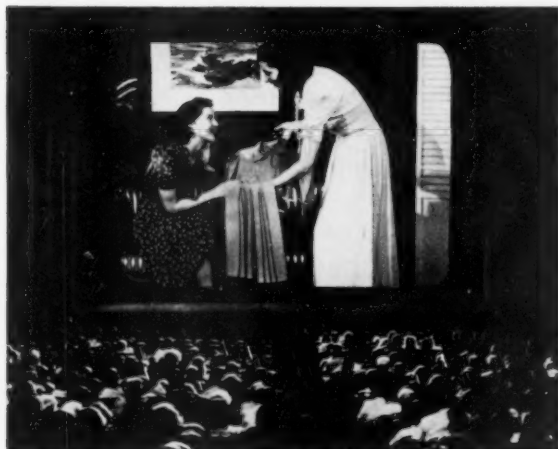
• Firm _____

• Address _____

• City _____ State _____

•

How to **MAKE MORE MONEY** with "**Screen Broadcast**" **SPOT MOVIE ADS** in Your Local Theatres



◀ **SHOW WHAT YOU SELL**

For a fraction of what it would cost you to print and mail circulars, you can advertise in your local theatre with live-action talking motion pictures in **FULL COLOR**. These **SPOT MOVIE ADS** dramatize and demonstrate the importance of clean, freshly-pressed clothes . . . emphasize that regular cleaning makes clothes last longer. **SPOT MOVIE ADS** get the undivided attention of the whole audience . . . people who live in your trade area . . . your best prospects. Over 50,000 local firms, including hundreds of Cleaners and Dyers, use screen advertising . . . *proof that it pays.*

◀ **FEATURE YOUR NAME**

The first $\frac{2}{3}$ of the running time of each film sells what you sell. The last $\frac{1}{3}$ shows **YOUR** name and **YOUR** phone number on the giant screen—accompanied by a timely selling talk that you select.

◀ **TURN LOCAL THEATRE CROWDS INTO CUSTOMERS FOR YOU**

CLIP and MAIL coupon NOW

No obligation.



The Screen Broadcast Companies
**Motion Picture
Advertising Service Co., Inc.**
1032 Carondelet St., New Orleans, La.

United Film Service, Inc.
2449 Charlotte St., Kansas City, Mo.
Members of Movie Advertising Bureau

United Film Service, Inc.
Dept. C-5
2449 Charlotte St., Kansas City 8, Mo.

Please send me more information on Spot Movie Ads.

Firm _____
Address _____
City, State _____
By _____

Valve-Handle Extension

Acme Laundry and Cleaners in St. Louis, Missouri, had some overhead pipelines with valves that could only be reached by stepladder. Engineer August Chatillon solved that problem by making an extension out of $\frac{3}{8}$ -inch steel rod. This he welded to the underside of the valve handle and extended it down to where it could be reached comfortably from the floor although not quite low enough to scalp a tall man.

Brackets were also welded to the valve wheel and the rod to give it stiffness, and a crosspiece for a handle was welded to the lower end.

Holes in the Wall



How many times has a cleaner wished, "If I could only move that wall I could . . ." D. O. Summers of Cleveland was faced with such a problem. If only they could break through a wall, according to Jerry Goldberg, they could double the capacity of their spotting department. Unfortunately, this 18-inch-thick wall was one of the supports of the roof and could not be removed.

However, Jerry felt a little tampering would not hurt; therefore, they chipped out a series of holes in the wall the exact diameter of a soap drum. Then they cut a piece of soap drum to fit the wall, providing a smooth surface on the inside of the wall and bracing the remaining bricks. These holes were done one at a time, and the weakening is not so great as it would seem because the perfect circle of the hole braced by the drum makes the strongest type of opening.

On the other side of the holes, partitions to the bins were provided out of plywood trimmed with $\frac{3}{4}$ -inch pipe bent to follow the edge of the plywood. A narrow slit was cut the length of the pipe so that it would fit over the edge of the plywood. The bottoms of the bins are also plywood to give a smooth snagproof surface.

The hampers of garments can now be trundled in from the cleaning room to the various openings through which they are tossed into the bins for the use of the spotters. The holes are actually in pairs, a pair to each spotter. In each instance, the first hole is for regular work and the second one for specials.

The D. O. Summers Company now has a perfect "work-through" spotting unit because the garments come in to the spotters' right in the bins and when completed are hung on a moving conveyor at the spotters' left off the end of the board.

Tallying Shirts

When Frank Correnti of St. Louis, Missouri, put in his second shirt unit, he wanted some simple way of knowing which unit had finished any particular shirt. This would enable him both to maintain production records and to keep tabs on the quality of the work each crew was producing.

He finally hit on the idea of supplying one unit with blue collar supports and the second unit with white collar supports.

Workers' Clothes Rack

Irritated by employees' squabbles over places to hang their coats, an Arkansas plantowner took a number of assembly rings and welded them side by side. These he hung on the employees' rack. In each clip, where the invoice is normally supposed to go, was inserted a card with the employee's timecard number. Now each person is assured of room enough for two or three garments, always in the same place, and rarely jammed or squeezed together.

The same result could probably be achieved with two strips of flat bar with spacers tacked across them at three-inch intervals. The numbers could be painted above each open section. If preferred, clips for cards could be tacked to the upper flat bar.

Pennies for Buttons

Broken buttons were giving Lungstras Cleaners of Kirkwood, Missouri, some trouble. Finally, supervisor Mable Kampen hit upon the idea of fining each presser who broke a button one penny per button. Also, the inspector who permitted a broken button to pass through was fined one penny per button. These pennies were put into an entertainment fund (which also had other sources of revenue) to be used for picnics or Christmas parties.

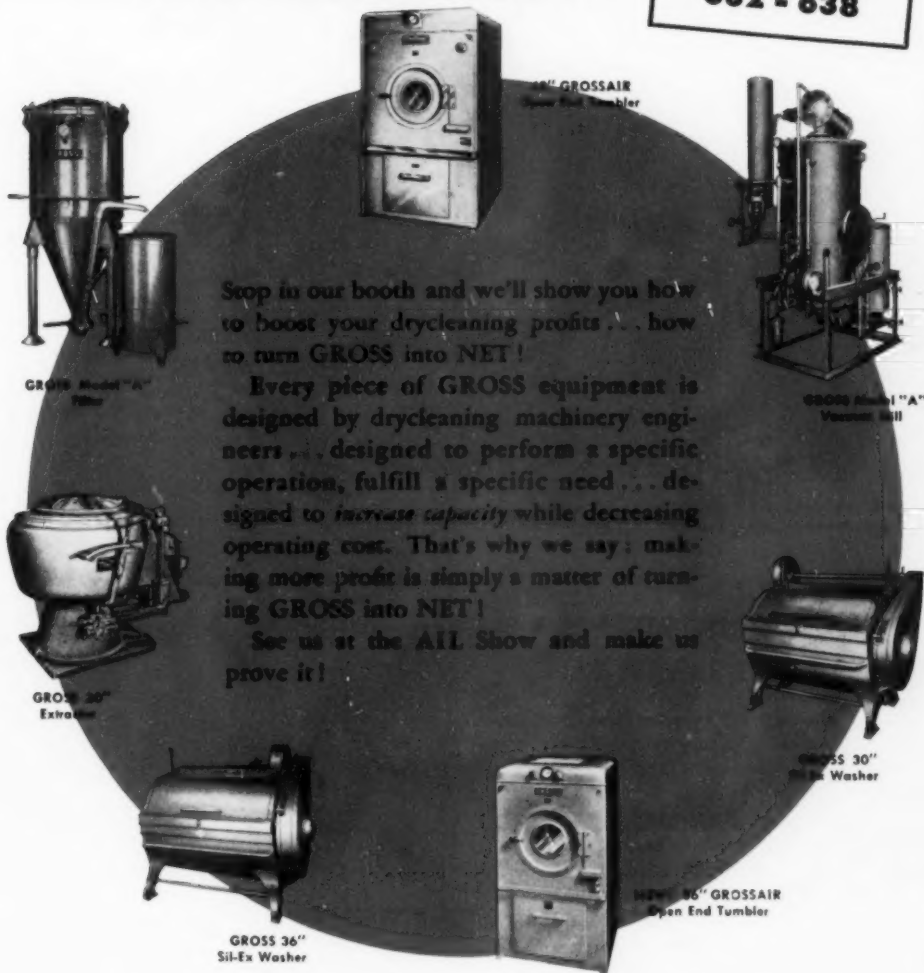
The system proved effective enough to remove broken buttons as a dependable source of revenue for the fund.

AIL CONVENTION

... is the spot to see the
latest GROSS equipment

Atlantic City
October 2-5

BOOTHS
533 - 539
632 - 638



**36" GROSSAIR
Open End Tumbler**

**GROSS Model "A"
Filter**

**GROSS Model "A"
Vacuum Ball**

**GROSS 30"
Extra**

**GROSS 36"
Sil-Ex Washer**

**NEW 36" GROSSAIR
Open End Tumbler**

**GROSS 30"
Wash Washer**

Scoop in our booth and we'll show you how to boost your drycleaning profits... how to turn GROSS into NET!

Every piece of GROSS equipment is designed by drycleaning machinery engineers... designed to perform a specific operation, fulfill a specific need... designed to *increase capacity* while decreasing operating cost. That's why we say: making more profit is simply a matter of turning GROSS into NET!

See us at the AIL Show and make us prove it!

If you do not plan to attend... write us and we'll prove it by mail



GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.



Introducing the new

CAROVAN

PARCEL DELIVERY TRUCK



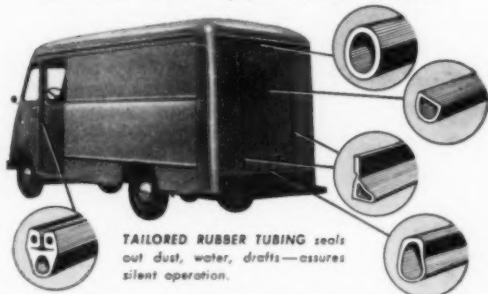
TWO MODELS AVAILABLE for Chevrolet
3742 and 3942 Forward Control Chassis.

STRONGEST, BEST LOOKING BODY OF ITS KIND . . . YET LOWEST PRICED!

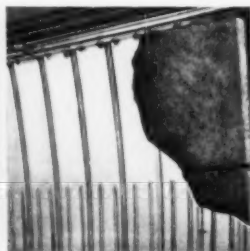
Now you can make more deliveries, faster, at lower cost, with CarOvan—the handsome new laundry delivery body specially designed for Chevrolet Forward Control Chassis. CarOvan increases payload space, speeds loading, shortens intervals between deliveries, permits longer routes, and handles more easily in heavy traffic.

CarOvan's rock-bottom price includes as standard many features usually extra on other makes—double-shell steel construction, fiber glass insulated roof, rubber tubing door seals, sprayed-on undercoating, Alumelastik sealed joints, extra-wide side entrances, and a spacious enclosed storage compartment above windshield, to mention but a few. See your CHEVROLET Dealer now for more information on this profit-boosting, business building truck, or write direct to CarOvan.

Just a few of many plus value features



Double-shell Construction



Fiber Glass Insulated Roof

CAROVAN DIVISION, Universal Sales Inc.

Dept. NCD-2 Delaware, Ohio

this horizontal filter is your
best bet with synthetic washers

It is so good, in fact, that the six leading manufacturers of synthetic washers equip their machines with Hopkins filters. These unique advantages show why:

- ▶ You precoat only once (after cleaning)—a big saving in filter powder.
- ▶ Start and stop pump innumerable times without breaking filter cake.
- ▶ Reclaim all solvent.
- ▶ Can be used with strong soap solutions.
- ▶ Handle dirt in dry form. No solvent loss. No sloppy floor.
- ▶ Runs longer without cleaning than any other filter.
- ▶ Easily installed on synthetic or petroleum solvent systems.



horizontal FILTER

Ask your local jobber about the Hopkins Horizontal Filter—or use the coupon at right for complete information.

Hopkins
EQUIPMENT CO.
Hatfield, Pa.

HOPKINS EQUIPMENT CO., Hatfield, Pa.

Gentlemen:

Please send me full information and prices on the Hopkins Horizontal Filters.

NAME.....

COMPANY.....

ADDRESS.....

.....

Use NU-PRO PRODUCTS



They LEAD for EVERY CLEANING NEED

FASTER RESULTS . . .
HIGHER QUALITY . . .
GREATER ECONOMY!

NU-TEX LIQUID FILTER SOAP

A top Dry Cleaning soap that increases pass-ups, speeds production, builds no filter pressure, and emphasizes economy. NU-TEX affords high soil removal from garments. Yet is readily removed from water, by any reclamation system. It may be used with water, as it forms an emulsion which remains stable. NU-TEX perishes in the solvent, and never breaks down. NU-TEX is also excellent for use as a hand-brushing soap.

**TOP QUALITY
SOAPS for
DRY CLEANING**

KORO LIQUID DETERGENT

Especially made for use in Filter Systems of dry cleaning. Also possesses high soil-removing qualities. KORO contains no fatty acids and leaves no odor in garments.

NU-SO SEMI-LIQUID SOAP

It brightens cottons and rayons like an ammonia soap and is so easy to use. Causes no wrinkling, shrinkage, or color bleeding. Leaves no odor in garments. It is especially made for use in the Filter System of cleaning. NU-SO disperses easily, builds no filter pressure, and is readily removed from the solvent. Its soil-removing qualities are comparable to paste soaps.

USE THESE NU-PRO SPOTTERS FOR SUPERIOR RESULTS

Lacquerool

NAIL POLISH REMOVER

Removes nail polish, enamels, other paints, varnish, salad oils, grease, airplane glue, etc. in a jiffy. Safe to use on all fabrics and all colors.

Mix

WET AND DRY SPOTTER

For quick removing of paints, grease, lacquer, oil, nail polish, lipstick, rouge, food spots, and other difficult stains.



**NU-PRO MAGIC
INK STICKS**



A national favorite for removal of ink, fruit, berry, and other stubborn stains—in a flash! Easy to use, fast results, with economy. Two to a set.

THE NU-PRO LINE IS COMPLETE FOR YOUR EVERY NEED

TOPS—a concentrated Wet and Dry Cleaning Detergent.

NUSOLVO—a fine Pre-Spotter.

SYNISO—a Liquid Soap for use in synthetic systems.

PRE-SPOTTER S—also for use in synthetic solvents.
N. P. STRIPPER—may be used in copper kettle without danger of corrosion.
N. P. STAIN REMOVER—a fine quality product.
N. P. WATER REPELLENT.

P. F. S.—a fine Paste Filter Soap.
U-DOR-A LIQUID SPOTTER—a fine perspiration remover.

N. P. SIZE—a top dress size.
HYDROSITE—a fine Stripper and Stain Remover.

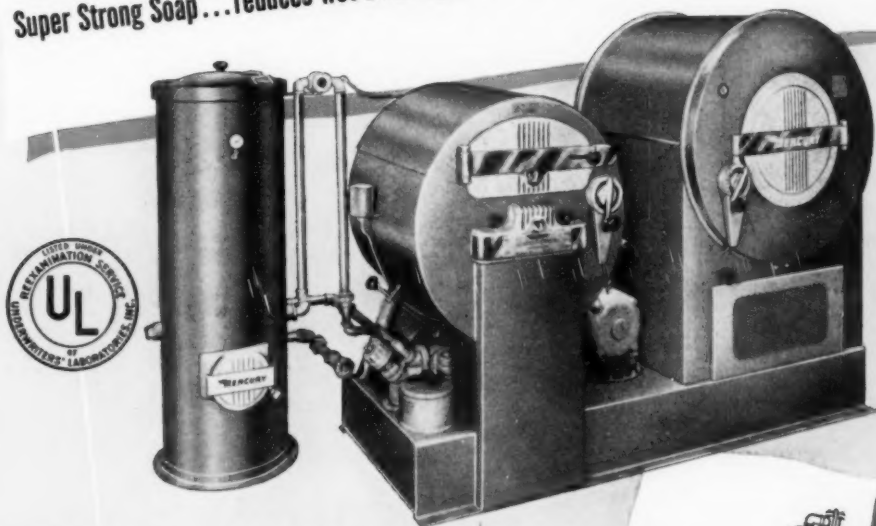
**ORDER TODAY... AND
BILL THROUGH YOUR
NU-PRO JOBBER!**

NU-PRO MFG. CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3. MO.

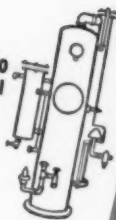
36 and 48-lb. Sizes

ALL-PURPOSE UNIT ... Use one or more for new plants ... furnished with or without tumbler ... for use with 140° F. or Stoddard Solvent ... ideal for Super Strong Soap ... reduces wet cleaning and spotting.



The Modern Petroleum Unit: includes 36-pound combination washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 3000 Successful Owners in U.S.A.

Mercury 50
G.P.H. Still
(optional at
added cost)



- | | |
|---|--|
| 1 U/L approved for your protection | 5 Economical to operate |
| 2 Designed for \$1000.00 weekly volume | 6 Produces highest quality cleaning |
| 3 Uses safe, low cost 140° F. solvent | 7 Cleans and extracts in the same cylinder |
| 4 Precision-built for long life | 8 Requires small floor space |
| | 9 Experienced help not needed to operate |
| | 10 Combination washer-extractor saves time, saves solvent |

Also available in larger 48-lb. size; for Stoddard Solvent or 140° F.



**MERCURY
CLEANING
SYSTEMS, INC.**

549 W. WASHINGTON BLVD. • DEPT. 18 • CHICAGO 6, ILL. • TELEPHONE ANdover 3-5420

EDITORIAL

NATIONAL CLEANER AND DYER

Courage

Our lead story this month is about a group of little drycleaners who had the guts to shoot a big wad of dough on a promotion calculated to put their brand-new drive-in on a paying basis within 60 days of their opening. It worked.

Sometimes we think the one greatest distinguishing mark of a good businessman as compared to those of us who are just muddling along is courage. This courage is what it takes to move when we have come to the conclusion that a certain step is advisable. For every man with that type of courage there are a dozen who have the same facts at hand and have come to the same conclusions but can't step right up and say, "This is what we have to do"—and then do it.

Courage is what it takes!

Suggestion Boxes

In last month's issue we published the story by Helen Jones Rea of a suggestion system operated at Swan Cleaners in Columbus, Ohio. Suggestion systems are not prevalent in the drycleaning industry because most cleaners for many reasons are dubious of their value. Yet where suggestion systems are worked sincerely and judiciously, they have been very successful.

Too often the cleaner says, "My plant is too small and my employees talk to me, anyway." Or he may feel there is nobody working for him who is capable of producing an idea.

This last belief might be refuted by the experience of someone outside of our industry. Prexy's, a chain of small counter restaurants in New York City, is operated with the highest cooperation and respect for the employees. Among many other advanced personnel-relations functions is an employee suggestion box.

The one employee who is reported to have provided the most money- and time-saving suggestions is the fellow who stands all day in the window flapping flapjacks. Maybe he has time to think while tossing those pancakes. If so, a presser can be in the same boat.

Any cleaner who decides in advance that he cannot get ideas of value from his employees is shutting the door to the most valuable source of information about his plant that he can use.

Ike and Adlai

Lou Bellew has a new cartoon for the bottom of our editorial page which expresses very simply what we hope could happen in this year's election.

It is not our place here to beat the drums for either Ike or Adlai, although we have our personal preferences. We do want to point out that now that the tumult and confusion of the two conventions have passed, a very disturbing trend runs through the fabric of each party's plea for votes.

Each party is shrieking that the other side's hero is a "front for the professional politicians." Ike and Adlai are, they say, the naive idealistic masks for the same old hogs hungering for the trough.

There will be the darndest effort this year to get out the vote of any time in American history and, regardless of the outcome of the election, the most important thing is to get out the vote. It is important that both Ike and Adlai as well as their supporters of whatever beliefs can be assured that the whole country is watching them and is seriously concerned with what they do.

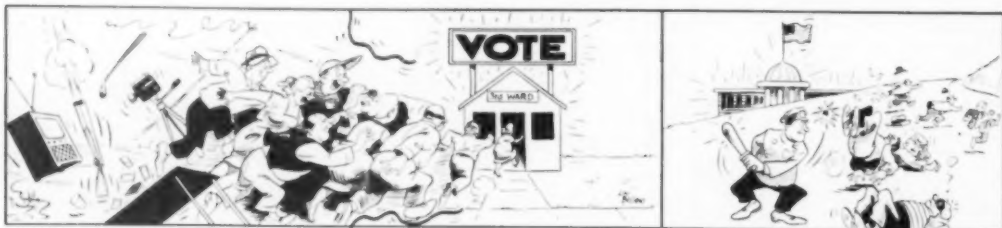
Thus, no matter what the outcome, this country will be reassured that the two-party system is in effect and is effective, and that no one man, be he President or other official, can overstep the bounds of democratic action.

Nice Short Courses

We noticed in a recent NICD bulletin that the Institute is arranging during the fall and spring to set up short courses under the sponsorship of state associations. These are similar to the very enthusiastically received spotting and cleaning schools that have been put on not once but a number of times in several states over the past three years.

We would urge any state association secretary who wants to stir up enthusiasm and interest to get in touch with Bill White at the Institute and arrange for one of these short courses.

A word of warning—the Institute provides excellent instructors. It is the state association's function to provide excellent facilities to make a superior short course. This is a cooperative deal. The NICD does its part; the state secretary and association must do their part.



FASTEST HANDLING METHOD CUTS COST 50%—PAYS FOR ITSELF

SAVE LABOR:

SAVE TIME:

SAVE SPACE:

SAVE MONEY:

Employees do less walking, reaching, stooping... are less fatigued... produce more, faster

By eliminating wasted motions and steps, every minute is utilized for actual production.

More production per operator and per foot of floor space means lower costs and more profit!

**BISHOP
CLOTHES CARTS**

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs. B2-100 \$33.75

**BISHOP
CLEANERS
SORTING
REEL**

Automatic assembly, twice as fast in half space. Saves 25 miles of walking daily. Holds 350 dresses or 200 suits. B12-50 \$111.00

**BISHOP
BAG-O-TEER**

Combined bagger, desk and rack for 3 sizes of bags. Fast, efficient, easy bagging in 1 square yard of space. B30-1 \$84.75

G. H. BISHOP CO. CHICAGO

Order Now FROM YOUR SUPPLIER

**DAVIS HOSE
LASTS
LONGER**

NO BRAZING...
NO PACKING...
NO LEAKY JOINTS

**EXCLUSIVE
MIRROR-SMOOTH
MACHINED SEAT
Seals instantly
AND PREVENTS
LEAKS**

MF 22 fits all sizes
HOFFMAN presses
\$50 ea.

Other sizes to
fit all makes and
models of presses

Makes your old press
finish like a new one
because IT LIFTS THE
NAP AS IT PRESSES!

**Fabric-renewing
DAVIS PRESS PLATE**

Have a Davis Plate on Every
Press and another in reserve

Hoffman XCO5, XCO7, Pantex 45,
New York 42, Butler 40, 42, 45 and
other 36" to 46" models... **\$14.85**
Mushroom models... **\$11.00**
47" to 54" models... **\$19.25**

Davis SPECIALTIES, INC. CHICAGO **Order Now FROM YOUR SUPPLIER**

20% More Finishing—10 Times Easier

with 50%
LESS
FATIGUE

**Dryco Matic
THUMB-OPERATED
STEAM-ELECTRIC IRON**

**Eliminates
Foot Pedal
Fumbling**

No Tiresome Reaching for Foot Pedals
Feather-touch, Effortless Operation
NO HEAT IN THE OPERATOR'S FACE
Quickly Pays for Itself Out of Savings



America's Finest
Finishing Iron

JUST PRESS
THUMB LIGHTLY
TO GET
INSTANT STEAM

DRYCOMATIC Thumb-Operated iron with cord, steam hose, solenoid valve, Cord-A-Way arm, pilot light and separator

MODEL 6330 3 lb. iron \$82.50
MODEL 6360, 6-lb. iron

**THE ONLY GUN WITH
ADJUSTABLE SPRAY**

REGULATE IT ACCORDING
TO WATER PRESSURE, TO
TYPE OF FABRIC AND THE
AMOUNT OF MOISTURE NEEDED

**Dryco
E-Z SQUEEZE
WATER SPRAY GUN**

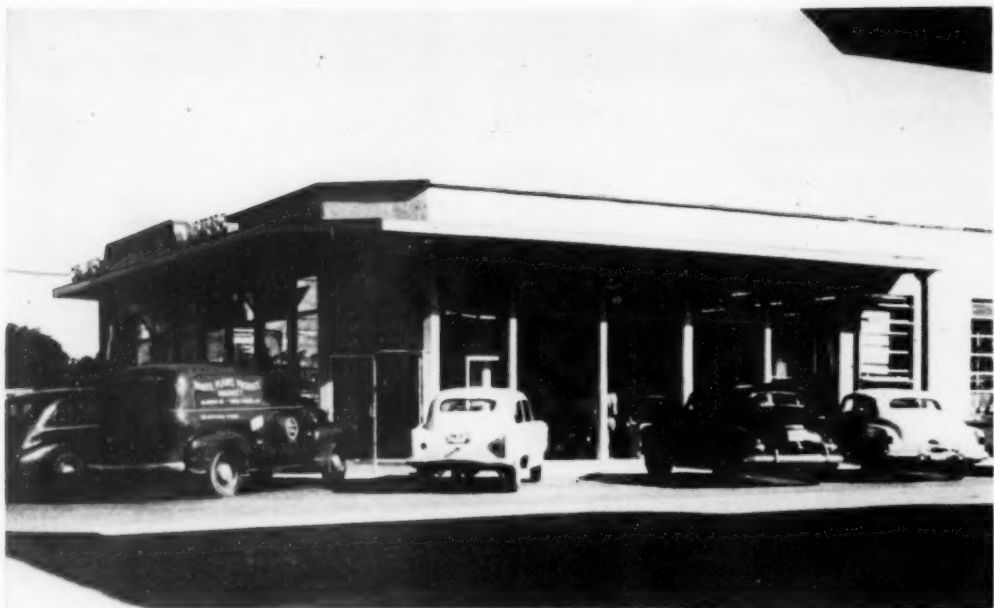
- Sprays a MIST...not a stream
- Safety Shut-Off Valve
- More in use than All Others Combined



SIMPLY
REACH...
SQUEEZE...
RELEASE

MODEL F GUN
Complete with 5-ft. hose, coupling, valve and spring... **\$10.95**

Dryco CORPORATION CHICAGO 24 **Order Now FROM YOUR SUPPLIER**



PARKING LOT for 30 cars at new drive-in adjoins main highway leading to town

Drive-in Opens With Bang

Promotion boosts volume to
\$2,000 weekly in two months

by GENE BENNETT

ADVICE TO DRYCLEANERS opening new plants: Leap—don't walk—to your anticipated volume.

That might well be the advice of Morris Friedman, Allan Weinstein and Herbert Werner, owners of Johnny-on-the-Spot, a new drycleaning and shirt laundering drive-in that opened May 3 at White Plains, New York.

On the theory that promoting lots of business takes lots of promoting, the owners staged a campaign that netted not 100 but 200 percent of their anticipated volume after the plant opened. And this was accomplished in the heat of the summer slump.

The facts speak for themselves. The owners planned for a volume of about \$1,000 a week at the beginning. Instead, volume reached \$2,000 a week before two months passed, and it's still climbing. Before "Johnny" celebrates his first birthday the owners expect to be doing \$3,000 to \$3,500 a week.

More calculation than accident brought about this achievement. Even before the cornerstone of the new building was laid, the owners, who also operate Nu-Way Cleaners in White Plains, started making plans for promotion.

The first step was selection of a site for the drive-in on the outskirts of the city. After deciding how much volume the area could be expected to produce (based on permanent population and transient shopping), the owners decided to get competent professional advice, in this instance Stuart Bart, Inc., a New York City advertising agency specializing in drycleaning and laundry sales promotions.

In anticipation of achieving a weekly volume to eventually average \$150,000 a year, the owners set aside 10 percent or \$15,000 for promotion for the first year.

Most cleaners, experience shows, set aside roughly 3 percent of anticipated volume for promotion. A dry-cleaner will invest many thousands of dollars for a modern plant. He doesn't skimp. Investing in customers is another story. Essentially, the plant is for anticipated work. In itself the plant doesn't bring in the customers. Promotion will. Promotion is the machinery for getting customers and might be considered a part of the initial "capital investment."

If the owners of Johnny-on-the-Spot had followed formula, they would have allotted \$4,500 for promotion.

WESTCHESTER WANTED IT!
WESTCHESTER NEEDED IT!
NOW—WESTCHESTER HAS IT!

NEWEST, FASTEST, MOST DEPENDABLE DRIVE-IN



Johnny-on-the-Spot

SAVES YOU MONEY!
 Johnny-on-the-Spot—Westchester's newest, most modern and most dependable SPEED SERVICE saves you so much time and money. The parking service... no waiting! If you haven't tried our faster service yet, there's a big surprise in store for you.

OUR FINE DRYCLEANING COSTS NO MORE!

3 HOUR SPEED SERVICE NO EXTRA CHARGE

Sparkling WHITER THAN WHITE SHIRT LAUNDRING 6 WAYS BETTER! (Check these extra features)

- OUR PATENT IMPROVEMENT
- WASHED IN COLD WATER
- STARCHED IN HOT—AS YOU PREFER
- REMOVED ALL STAINING
- SHIRT-GLAZED LAUNDERING
- PERFECTLY FINISHED BY INSPECTION

SUITS and DRESSES only **20¢** each
only \$7.00

STORE HOURS:
 Monday—9:00 A.M. to 6:00 P.M.
 Tuesday—9:00 A.M. to 6:00 P.M.
 Friday—9:00 A.M. to 5:00 P.M.
 Saturday—9:00 A.M. to 5:00 P.M.

Johnny-on-the-Spot

45 TARRYTOWN ROAD, WHITE PLAINS, N. Y. • DRYCLEANING • SHIRT LAUNDRING

COUNTYWIDE APPEAL in follow-up newspaper ad (about 9 by 8 inches) vigorously asserts service Johnny-on-the-Spot offers Westchester residents. Ad indirectly states drive-in can handle wide area

Instead they invested an additional \$10,500 to purchase volume. Once volume was in the store they were confident they could keep it with their modern plant and service.

Then came the big question. How should the money be spent? It was decided to spend 60 percent, or \$9,000, in the first three months. The remaining \$6,000 would be spread over the rest of the year.

"Begin with a bang and reach top volume as soon as possible," was the goal. An intensive opening campaign for customers, Mr. Bart contended, could achieve that goal; there wouldn't be the need for worrying the customary year or more before maximum volume or even a break-even point was reached.

To combine with the type of promotion planned the owners, working closely with an architect, had designed a spacious, airy-looking plant with window-pane walls. The plant, with a 30-car parking lot, is on a main highway leading into town, and in direct line with a railroad station handling a big load of commuters to New York City from a large area.

Even before construction began a promotion campaign was put into action, said Mr. Friedman. Four small signs in rhyme, in the Burma-Shave tradition, were set up on either side of the road in front of the plant site. In simple, humorous vein the signs announced that a new drive-in was to be built.

When the windowpane walls were erected, Mr. Friedman said, large signs were attached. Figures of men at work—carpenters, painters and others—were sketched on the signs with appropriate messages. "The public's reaction was terrific," Mr. Friedman reported. He said many favorable comments were received in tribute to the imaginative posters.

Another aspect of the promotion was the selection of a name. Mr. Bart, who firmly believes a business

This Way, Folks!



Johnny-on-the-Spot

DRIVE-IN FOR THE MOST CONVENIENT CLEANING IN TOWN!
JOHNNY-ON-THE-SPOT DRIVE-IN SAVES YOU TIME AND MONEY!

IT'S EASY, SO EASY TO GET TO WESTCHESTER'S NEWEST, FINEST, FASTEST CLEANERS

More! Simply stated, Johnny-on-the-Spot—DRIVE-IN SPEED SERVICE costs no more than our regular service. You can enjoy the beauty of town the afternoon and the morning in a hurry. When you want it, it's here—no waiting!

EXCLUSIVE "CUSTOM-CARE" SERVICE for SHIRTS!
 All well! Your drive-launched quality might seem to experts to give you the best of both worlds. It's the BEST! The kind of personal service you can always count on at the drive-in.

NO PARKING PROBLEM!

DRYCLEANERS
SUITS and DRESSES
 BEAUTIFULLY DRYCLEANED AND PRESSED only **\$7.00**

SHIRT LAUNDRIES
SHIRTS
 BEAUTIFULLY LAUNDED AND STARCHED only **20¢** each

3 HOUR SPEED SERVICE NO EXTRA CHARGE

STORE HOURS:
 Mon to Thurs—9:00 A.M. to 7:00 P.M.
 Friday—9:00 A.M. to 6:00 P.M.
 Saturday—9:00 A.M. to 5:00 P.M.

Johnny-on-the-Spot

45 TARRYTOWN ROAD, WHITE PLAINS, N. Y. • DRYCLEANING • SHIRT LAUNDRING

UNDERSTANDABLE MAP in newspaper ad (about 15 by 10 inches) locates drive-in, emphasizes Johnny, presents type of service and prices

should develop a distinctive personality to distinguish it from similar firms, urged the choice of a name that would serve several purposes. It had to be youthful, cheerful, different from the run-of-mill names cleaners tend to use, indicate that the drive-in offered quick service (three hours), lend itself to promotion and appeal to the public's imagination. Johnny-on-the-Spot, or Johnny, as the counter girl refers to it on the phone, seemed to fit all specifications.

To further personalize the drive-in as a symbol of Johnny was created, drawn as a young, vigorous, smiling boy. And to indicate an up-to-date, modern approach, Johnny was dressed in "futuramic" clothes, winged hat and all. Three artists contributed sketches before one was chosen, an indication of the importance attributed to Johnny's symbol.

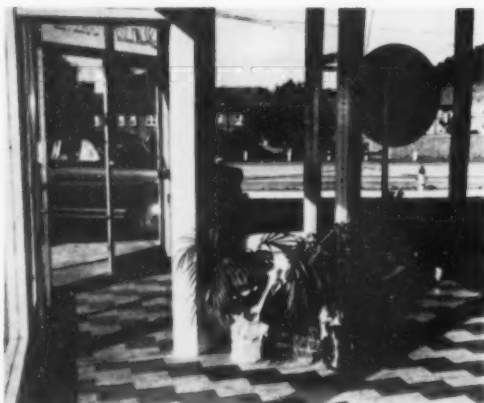
Then came the promotion campaign. The first objective was to spotlight attention on the opening of the drive-in. A grand opening in grand style was visualized, including an "open-house party."

To exploit the symbol effectively, a youngster dressed as Johnny was chosen to make "personal appearances" on opening day. This proved to have great value.

Here is how the promotion shaped up for the Saturday-noon opening:

1. For the first four days of that week several 4-by-4-inch teasers were inserted in the local newspaper. Six to eight spot announcements were spread throughout the day on the radio.

(Continued on page 40)



AT-HOME FEELING is given by entrance made pleasant, spacious by "garden" and windowpane walls

(Continued from page 39)

2. A promotion tie-up was made with a local theater. A cooperative hand-bill announcing the film for that Saturday and the opening of the drive-in was distributed. A "mystery mask" for youngsters was given out by Johnny at the theater on Saturday, after the first show. A display introducing the new drive-in was put up in the lobby.

3. A week before the opening all city officials received engraved invitations to attend. These were followed up a few days later with phone calls. A fair percentage of the officials accepted, enhancing the dignity and importance of the opening-day affair.

4. Two days before the opening, a large ad was run in the paper announcing a "preview peek" of the opening. The ad especially invited local merchants, residents and the press.

Loy Hanna, Mr. Bart's assistant, explained that good feeling is created if a new establishment informs local

merchants of its arrival. This can pay off in the future, he said, since other merchants sometimes are in a position to direct a customer to another establishment.

5. The day before the opening a full-page advertisement was run in the paper, announcing the open-house party. The ad announced that orchids for the ladies, masks for the kiddies and drinks for all would be furnished. An arrangement was made with the local Coca-Cola plant to provide drinks at wholesale cost. To indicate community interest the owners offered 10 percent of the first day's receipts to the local Cerebral Palsy Fund.

The ad also announced that a 15-minute radio show, including a quiz program, would be conducted by a leading local announcer. Prizes were three sets of auto-seat covers, donated by a concern next door to the plant. In addition, it was stated that Johnny and a local woman fashion commentator would be interviewed.

At 11 a.m. on the day of the opening, Johnny was driven around town in an open convertible carrying prominent display signs. At noon, inside the plant, the opening ceremonies began with the radio program. Two city officials cut the ceremonial ribbon, officially opening the store.

After the radio program the public was invited to walk through the plant and watch the various cleaning processes in operation. A buffet lunch was served. Meanwhile the owners, with the fashion commentator as official hostess, met the public. Identification of the fashion commentator with the new cleaning firm was particularly effective promotion, according to Mr. Bart, who estimated 500 persons visited the plant during the opening day.

As a follow-up to the opening, a "thank you" ad was inserted in the paper the next day. For future promotion, Johnny was advertised in the newspaper, 60 inches a week until August 31, and on the radio, with a gradual tapering off. After the three-month campaign, newspapers, direct mail and inserts will be the main outlet for advertising.

**here's NEWS
that's really
HOT**

**JOHNNY'S
comin'
on the "SPOT"**

DON'T MISS TOMORROW'S PAPER!

TEASER ADS like this 4-by-4-inch example appeared in newspaper through week before opening

Breakdown of Advertising Budget

Newspapers	48%
Pre-opening outdoor signs	6
Radio	6
Inserts	5
Direct-mail circulars	8
Bus cards	5
Novelty advertising	15
(free orchids, "magic masks," refreshments for opening, flowers, hire of car for Johnny, etc.)	
Miscellaneous	7
(stationery, business cards, invoices, Johnny's uniform, etc.)	

An important aspect of continuing advertising is the prestige it develops. The public, Mr. Friedman believes, tends to think of the advertiser as a "leading" establishment. In addition, because of a scheduled program of advertising, the newspaper has agreed to give Johnny preferred position. Among other things, it means putting the ad in the same spot each time it runs. "Experience shows," Mr. Friedman said, "that after a time the public begins to look for the ad, especially if it is distinctive."

Now that Johnny has made his debut, Mr. Friedman is confident the public won't easily forget the youngster, who seems to be off to a flying start. # #

SCHOOL'S NEVER OUT FOR SANITONE ENGINEERS!

Emery Staff Meeting for
Sanitone Engineers, August 10-15th

**A Constant Educational Program Like This
Insures SANITONE Dry Cleaners of the Kind of
Advisory Service that Keeps Business on the Upgrade!**

Throughout the year Sanitone Engineers and District Managers participate in work-shop sessions to discuss, plan and interchange ideas that keep sales and profits going up for Sanitone Dry Cleaners coast to coast! No wonder Sanitone Licensees rely on their Engineer Advisors for reliable factual assistance on every phase of their operation!

This August meeting marks 20 years of thoughtful planning to keep Sanitone Dry Cleaners on top, even in the most competitive communities. A few Sanitone Franchises are still available in selected territories. Write today!

★ ★ ★

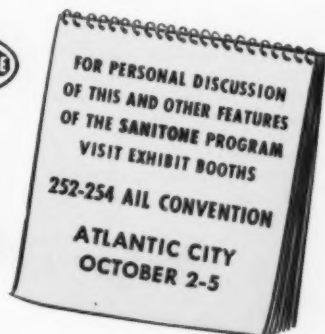
The regular technical service given to all Sanitone Licensees by skilled engineers is an important feature of the Sanitone "package."



SANITONE Dry Cleaning Service

Div. of Emery Industries, Inc.

Cincinnati 2, Ohio





FUR STORAGE IS FEATURED on pole-set neon sign in front of Smith Cleaners drive-in. Brick wall at right of plant encloses vault. During construction big elm was saved to give shade, charm and dignity to plant

How Storage Installation Pays

Fur vault brings in 10 percent of total volume and 35 percent of total profits

by LOU BELLEW

THE FUR VAULT was mentioned only in passing in the story of a progressive cleaner's new small plant in Oak Lawn, Illinois, which appeared in this magazine in August 1947. Today this fur storage department, while accounting for only a scant 10 percent of the plant's total volume, accounts for 35 percent of the total profits.

When owner Hugh W. Smith moved into the new plant of Smith Cleaners in March of 1947, he had built up a \$70,000 yearly volume in his old plant directly across the street over a period of six years. Today finds the new plant handling a volume of \$125,000 yearly in drycleaning alone—a steady increase of more than \$10,000 every year.

While the cleaning plant has thus been a great success, the real surprise even to the owner has been the growth of the fur storage department. This has exceeded all expectations from the profit angle as compared to the drycleaning operation. While the drycleaning department shows a 7½ percent yearly profit, the fur storage department comes up with a hearty 78 percent profit, after deducting labor and vault expense. Even figuring in such charges as delivery costs and other minor items, the percentage could be pegged at 60 percent without altering the fact that this service is still more than eight times as profitable as drycleaning.

Starting from nothing in 1946 the fur business has increased to what appears to be around \$13,000 for

TEMPORARY STORAGE RECEIPT

OAK LAWN BRANCH



OAK LAWN ILL.

- ☐ FUR ☐ CLOTH
☐ CLEAN and GLAZE
☐ STORAGE ONLY

Date _____ 19__

Received From _____

Address _____

City _____

Appt. _____

Phone _____

ARTICLE

CUSTOMER'S VALIDATION

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |
| 6. _____ | _____ |
| 7. _____ | _____ |
| 8. _____ | _____ |

This Temporary Receipt fully protects you against fire, theft and loss until the Permanent Fur Storage Certificate Receipt is issued after the articles enumerated here have been examined. This Temporary Receipt is delivered and accepted with the understanding and agreement that the receipt by the store of the articles herein specified is subject to the terms and conditions and also to the specific restrictions of our liability, as set forth in the Permanent Fur Storage Certificate Receipt, which will be mailed or delivered to you upon the acceptance of these articles for storage. In no event shall the liability of the store for any article herein mentioned exceed the valuation herein noted.

This Temporary Storage Certificate Receipt becomes void when Permanent Storage Certificate Receipt is issued or upon return to you of stored articles.

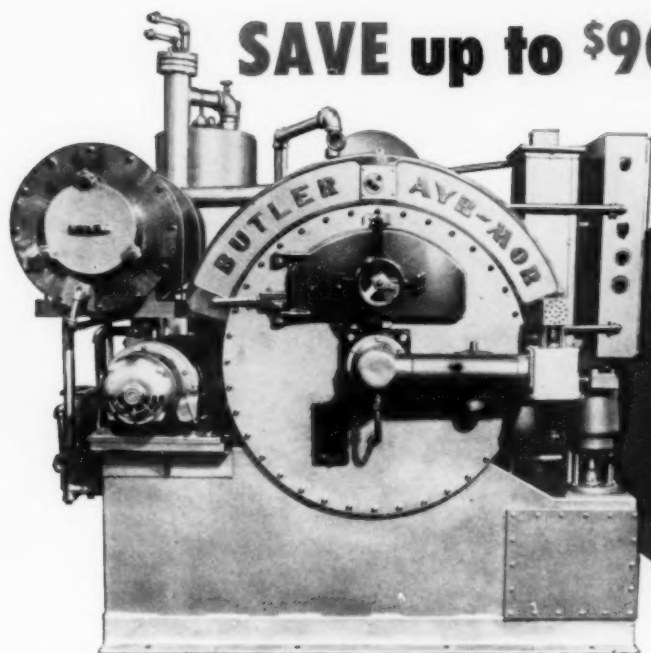
Smith CLEANERS

No 1600

By _____

CUSTOMER'S SIGNATURE

TEMPORARY RECEIPT protects customer and plant between time of pick-up and time of garment inspection. Customer gets yellow carbon copy



SAVE up to \$900 a Year
with

**Butler
Ayr-Mor
Synthetic
Unit**

THAT'S \$900 SAVED on solvent costs *alone* . . . valuable perchlorethylene saved because the filter of the unit has Butler Air Cleanout* to recover more solvent from filter muck.

Ask Your Butler Sales Representative about These and Other Profit and Savings Advantages of the Butler Ayr-Mor:

- Fully Automatic . . . requires only 5 minutes' attention per hour.
- More efficient solvent reclamation . . . Exclusive Butler Ayr-Mor feature assures solvent recovery in less time and at lower temperatures than is possible with other synthetic units.
- Less garment handling . . . Soiled garments go in dry . . . come out cleaned, dried, deodorized.
- No filter bags to clean
- Flexible installation
- Variable washing cycle
- No expensive foundation needed

*Patent No. 2,379,848

See Your Butler Sales Representative, or Write



BUTLER MANUFACTURING COMPANY

7452 E. 13th St., Kansas City 3E, Mo.

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING WASHERS



INITIAL FUMIGATION is given incoming garments with household-type vacuum cleaner. Owner Hugh Smith shows four-coat-capacity fumigating bag into which vacuum blows crystals



BOOMING BUSINESS packs two tiers of racks. Vault dimensions are 52 by 20 by 12 feet. Camera refused to pick up "diamond-dusted" effect of white ceiling

1952. Seventy dollars was spent on advertising the first year to bring in the 1947 volume of \$5,600. The volume has grown to the present \$13,000 on a gross expenditure of not over \$500 for advertising in those five years. The "Welcome Wagon" service has been used for the most part to acquaint the residents of this fast-growing Chicago suburb with the fur service, and to get the necessary information for a most complete direct-mail solicitation at fur storage time.

In light of all this, it is small wonder Mr. Smith has become an enthusiastic exponent of the fur storage business. In fact, all the facts and figures gathered for this story were made available through his desire to acquaint more drycleaners with the advantages of having a fur storage department, especially at a time when rising labor costs are eating so heavily into the drycleaning profits.

The Smith Cleaners plant has an area of 6,000 square feet, of which the 4,000-coat-capacity fur vault occupies a little over 1,000 square feet. This refrigerated vault, with its humidity control and positive fumigation, is the last word. In fact, we can verify the effectiveness of the fumigation by an incident that occurred as we walked into the big vault. A small moth flew in over our heads as we entered, proceeded in level flight for no more than six feet and, as though it had hit a stone wall, dropped straight down to the floor.

The all-white vault is really a show place. To impress the visiting customers, Hugh dreamed up an angle to create an unusual "frosty" look. With the vault filled to capacity about all that can be seen is the strip of ceiling above the center aisle. This space was dusted with "diamond dust" (a sort of ground glass) while the paint was still damp, and gives off reflection from the lights to add a rather striking appearance of frosty cold.

An unusual bit of thinking here has reversed the usual practice of using a massive bank-type vault door to impress the customers. Smith Cleaners' vault door,

although noticeably strong and reassuringly safe, is nevertheless painted to fit unobtrusively into the general color scheme of the front office. The reasoning behind this unorthodox approach is the belief that potential customers won't feel all the owner's money has gone into an ornate door instead of into proper facilities for topnotch fur storage.

Another point is that the finest vault isn't too impressive when all you can generally see is the mass of coats—a bit of a letdown after getting past a showy vault door. So, here at the Smith vault the fine furs and sparkling interior of the vault are presumed to look a whale of a lot better by contrast with the plain door.

Two employees handle the entire fur storage busi-

PERMANENT STORAGE RECEIPT made up like bond to give impression of value and insurance

65th CONVENTION ★ AMERICAN INSTITUTE of LAUNDERING

See The STARS OF THE SHOW

OCT. 2-5, 1952
ATLANTIC CITY

New
**PROSPERITY
MACHINES**

New
**PROSPERITY
UNITS**

COMPLETE LINE of
LAUNDRY and
DRYCLEANING
EQUIPMENT



**32 BOOTHS of PROSPERITY EQUIPMENT
for LAUNDRY and DRYCLEANING PLANTS**

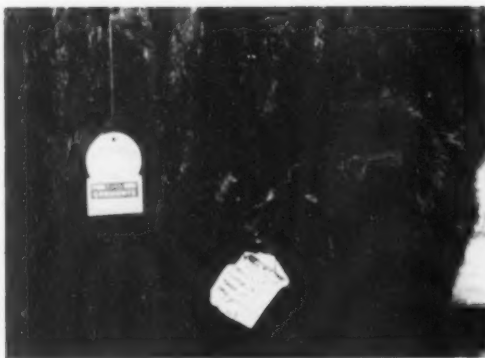
ON AISLE 300

332	328	326	324	322	320	318	316	314	312	310	308	306	304	302	300
233	229	227	225	223	221	219	217	215	213	211	209	207	205	203	201

AND AISLE 200

*The PROSPERITY
Company Inc.*





LAPEL TAG shows garment has been cleaned, had final inspection, is ready for storage. Cloth tag inside cuff is identification tag; bears invoice number of contract, also number of pieces in order

ness, and both have plenty of time for other work. One of them is a young lady who works at this eight months of the year, 30 hours a week. The rest of her time is devoted to various office routines in the drycleaning plant. She receives all coats, inspects for tears and rips, makes out the permanent contract, tags, and hangs the garments in the vault for processing. Besides her salary this employee receives $1\frac{1}{2}$ percent of the gross vault business plus 10 percent of all net profits on repairs. This incentive adds to the efficiency with which she inspects each garment. In other words, she handles the entire transaction except for processing.

Furrier Farmed Out

The second storage employee is a man who spends eight months of the year, about 30 hours a week, on processing the furs, and is "farmed out" the other four months of the year to other Chicago fur men. This man cleans, glazes, repairs, and does minor alterations on the furs, while the major repairs and remodeling are farmed out. With a new machine about to be installed, he will do complete remodeling and alterations and selling of new fur coats. He receives a salary plus one percent of the gross fur business, and a bonus on each cleaning job.

Whether the routeman picks up the garment or it comes in over the counter, the owner gets a temporary receipt. The garment is immediately put on a wooden hanger and is placed in the vault until the girl gets time to inspect it properly. At the time of inspection, she looks over the garment for rips and tears that need repair. She then makes out the permanent contract showing the label name and all identifying marks that might help to prove this was actually the coat brought in, in case a customer should later claim she received the wrong garment. The condition of the coat is also noted to prevent claims of damage during storage.

After inspection the garments are tagged with a cloth tag bearing the same invoice number as the permanent contract, and also the invoice number of the temporary contract, for a double-check. At the top of each contract is also typed the driver's initial, or the store prefix which is always put ahead of the temporary receipt number when garment is received. The fur coats then go back into the vault where they are placed in a small fumigation chamber for added assurance of proper fumigation.

Cloth coats are all cleaned immediately and placed

in the vault as soon as needed repairs are completed. Each coat has its own permanent contract unless three or four in the same order get the same service.

Furs are cleaned as convenient, with repairs done at this time. Then each garment is tagged with a distinctive tag to indicate it has been cleaned and given its final inspection. Coats are all filed alphabetically, with cloth coats all in one special rack section. Storage-only coats are placed on upper racks.

At the time of delivery the cloth identification tag on the garment is placed on the neck of the double-wire hanger on which the garment is delivered. These double-wire hangers are covered with "quick-covers" and the garments are packaged in special extra-heavy paper bags.

By midsummer the vault is completely checked out—with every piece, even to a belt, accounted for—instead of waiting until November when the rush of delivery is on.

The furrier cleaning process is designed simply to remove the film from the hair and the dust collected from wear without removing the natural oils from the pelt. If the natural oils are removed (a problem encountered when furs are processed by drycleaning), the long guard hairs fall out, due to excessive drying, and the fur is noticeably damaged.

At Smith Cleaners the furs are cleaned in a five-coat-capacity twin unit (cage and drum) using a corn product instead of the more usual ground-up nut-hulls of various kinds. During the cleaning cycle of 25 minutes this fine-ground corn product is worked into the fur by the action of the drum to remove the film and soil. Next the coats are placed in the fur cage which runs 35 minutes to shake out the cleaning product. The coats are then placed in a "fluff compartment," a sort of oversized vacuum cleaner, which completes the job by shaking and taking away any dust that may remain. For deeply embedded dust, air under considerable pressure is blown against the lay of the fur, to be sure all the cleaning agent is out. (Occasionally a coat will get by the inspector with a little of the cleaning compound left in a cuff, but this actually does no harm since it proves to the customer the garment was actually cleaned and not simply stored.)

(Continued on page 50)



DISTINCTIVE PAPER BAG shown by Mr. Smith is used for delivering all storage orders. Printed copy cites care given garment in storage; asks for return next storage season



Hard-working
ENERGEX

can make you
the quality cleaner
in town

Energex is Pennsalt's remarkable energized dry-cleaning soap. This concentrated soil-remover is a real detergent; its energetic components not only loosen soils, but disintegrate and dissolve them as well. Yet Energex is completely safe for fabrics of every kind.

Energex holds more moisture—in fine, uniform, stable dispersion—than any other leading soap available. Result: safer cleaning, better sweat-stain removal. It can be used in petroleum or synthetic solvent systems, as a soak for badly soiled articles, for hand brushing or pre-spotting, for spray spotting.

But the most surprising feature about Energex is its economy. With Energex you *save*; because you make your own stock, pay no freight on diluent; because you need less space for storage; because a little Energex goes a long way; because Energex alone does the work of several other soaps.

If you would both delight your most particular customers *and* cut your operating costs—use Energex.*

Your Pennsalt representative or local distributor will gladly give you more information.

Or write: Dry Cleaning and Laundry Department,
Pennsylvania Salt Manufacturing Company,

EAST: 2099 Widener Bldg., Philadelphia 7, Pa.;

WEST: Woolsey Bldg., 2168 Shattuck Ave.,
Berkeley 4, Calif.

*Energex is a trade name of Pennsylvania Salt Mfg. Co.

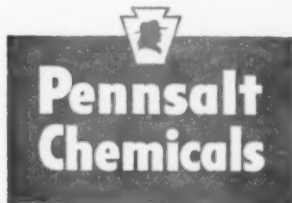


Photo Courtesy Forest City Manufacturing Company



**a good press job
makes the garment!**

**USE
ARROW
SPONGE PAD
FOR THE *Best*
PRESS
JOB!**

**Increase your customer satisfaction and good will!
Decrease shine and button breakage!**

ARROW'S exclusive air-flow construction costs you less to operate and gives your customer the best pressing finish. The ARROW trademark is your assurance of quality, durability and performance.

Look for the trade mark!

Order from your jobber!

Reg. U.S. Patent Office
Patent No. 2482412



USE ARROW SPONGE PADS FOR ALL DRY CLEANING PRESSING MACHINES

ARROW MANUFACTURING CO.
2922 TERRACE, KANSAS CITY, MO.

You'll bring 'em back for more when you

Roll all sleeves on a CISSELL SLEEVE FINISHER

Here's how famous Spalding's promote their top-quality service

Handsome Look

Your coat looks better, has a smarter drape—yes, even feels better—when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery.

• Spalding's

SPALDING LAUNDRY & DRY CLEANING CO.

Calling all sleeves

Come to Spalding's and get a modern treatment. Sir, your coat looks better, has a smarter drape—yes, even feels better—when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery service.

• Spalding's

SPALDING LAUNDRY & DRY CLEANING CO.

It's your sleeves, Sir!

They're showing... we hope not an ugly crease. Your coat looks better and has a smarter drape when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery service.

Old-Fashioned Sleeves

Gentlemen: Creased coat sleeves are definitely on the old-fashioned side. Your coat looks better and has a smarter drape when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery service.

Spalding's
LAUNDRY & DRY CLEANING CO.

Are your sleeves sliced?

Sliced in half by an unbecoming, old-fashioned crease? Your coat looks better and has a smarter drape when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery.

• Spalding's

SPALDING LAUNDRY & DRY CLEANING CO.

Do your sleeves get around?

They aren't fashionable if they don't, because your coat looks better, has a smarter drape and has a smarter drape when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery service.

Cease that Crease!

Your coat looks better, has a smarter drape—yes, even feels better—when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery.

... your coat looks better, has a smarter drape—yes, even feels better—when the sleeves are pressed round (*without crease*). And this is an added service you get from Spalding's—where all coat sleeves are pressed ROUND. Next time your suit or topcoat needs cleaning or "just pressing," call JA 6161 for our pickup and delivery.

Spalding's, like many cleaners, has found that rolling all sleeves is not only a fine service to customers but an actual boon to business... remember, it's so easy to use a Cissell Sleeve Finisher—just mount, steam, dry, remove—that's all!

CISSELL

Consult Your Jobber

W. M. CISSELL MANUFACTURING CO., INC.

831 S. First St., P.O. Box 1143—Louisville, Ky.

Pacific Coast Office—4822 W. Jefferson Blvd., Los Angeles

Design Distributors Address Correspondence Attention Export Dept. Cable Exim 020001

(Continued from page 46)

This type of cleaning has given excellent results. Mr. Smith reports, leaving the hair soft and luxurious, with the peltry supple and clean feeling, a fact that is noticeable to the customers who are quick to compliment good fur cleaning. Just before delivery the furs are fluffed and glazed to bring out the natural luster.

According to Mr. Smith, one reason why more cleaners do not go into furs is the fact that most of them are reluctant to make any change. There seems to be a particular aversion to getting into the cleaning of furs, of all things, through fear of hurting the closest item to a natural product they handle. There would seem to be greater danger in processing the very items they now handle, such as fabrics made from buttermilk and all the other man-made synthetics. Few realize that harming furs actually is difficult with modern methods.

The simplicity of fur cleaning is surprising, Mr. Smith finds. After only two hours' instruction on the modern fur cleaning equipment, he was cleaning furs with results that astonished him because of the compliments he got from their owners.

Each year Mr. Smith and his furrier go to a short fur school conducted by an allied trades firm to keep abreast of styling and the various characteristics of different furs.

The fur storage end of the Smith Cleaners is operated quite independently of the drycleaning department, with only two employees, yet it has played a major part in paying off the cost of the entire Smith enterprise in just six years. This includes the cost of the real estate, a \$50,000 building, \$22,000 in equipment, and everything else that goes with a combination cleaning plant and fur service. It would have been slightly difficult to accomplish that on a \$125,000 yearly volume of drycleaning alone.

This is the basis of Hugh Smith's argument that every cleaner should protect himself with a fur vault, since \$1,200 will buy a drum-and-cage unit for the cleaning, and all other equipment for a 4,000-coat vault will run about \$3,500, or a total between \$5,000 and \$5,500. This amount, of course, does not include the vault itself. Even then the investment is worth while on the basis of Mr. Smith's experience.

Although he is too tied up with the problems involved in operating the cleaning plant to spend much time promoting the fur storage business, Mr. Smith sees an even greater future for this department. For one thing, he says it has "taken the pressure off" the management of the cleaning business. He feels he should have his head examined for not putting in a vault long before he did; in fact, he might have discontinued the drycleaning entirely had he foreseen the results.

Any business must be good where one man can process a \$30,000 yearly volume—figuring 6,000 coats at a minimum charge of \$5 for cleaning alone, not counting storage. (A 60 percent profit on \$30,000 seems to come out to around \$18,000, and records here in the fur department show this to be a very conservative estimate according to past performance.)

Golly, this man Smith is so darned enthusiastic over the fur business that I'm getting all fired up over the deal myself! Think I'll build me a little 10-coat vault and go in the business. Then if it increases like his volume did ... well! # #

THE FOURTH DICALITE PLANT



...will add approximately 80% increased production capacity for Dicalite calcined and processed filteraids and fillers

The new plant of the Dicalite Division, Great Lakes Carbon Corporation, at Lompoc, Calif., is now in volume production at a continually increasing rate. It represents over 5 years of engineering, design and construction, and is the largest complete unit for processing diatomite built in the last 22 years. Full designed output will add approximately 80% increased production capacity for Dicalite calcined and processed filteraids, fillers and other materials.

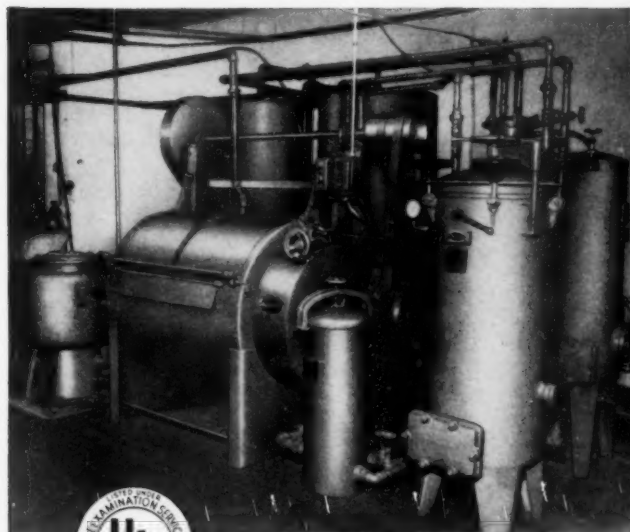
Four Dicalite plants are now running 24 hours a day to produce the maximum tonnage of Dicalite materials to supply the emergency demand. Even during this extreme pressure for volume production, specifications for performance and quality of each product are readily maintained. Research data are being accumulated to aid in developing new and improved Dicalite products for future industrial use.

DICALITE DIVISION GREAT LAKES CARBON CORPORATION



NEW YORK 17 • CHICAGO 1 • LOS ANGELES 17

Costs Less . . . Gives You More . . .



BUTLER *Safe-T-Thrift** **UNIT** for 140°F Solvent

This complete safety solvent unit is listed by UL . . . approved for flexible installation. It's designed to provide a balanced cleaning operation that will enable you to get big production in small space. What's more, the Butler Safe-T-Thrift Unit actually costs less than other makes . . . yet gives you these extra advantages . . .

- Each piece of equipment *individually* motor driven for greater efficiency.
- Filter equipped with either pump suction or Air Cleanout** for solvent savings.
- Entire unit needs only small space.
- Filter available with or without scraper.
- Choice of metal or wood cylinder washer.
- Butler Still (optional) has *only* automatic water temperature control approved by Underwriters' Laboratories.
- Installed by factory-trained servicemen, with complete instruction in operation of unit for you and your employees at no additional cost.
- Built by Butler . . . serving dry cleaners across the nation for more than a quarter of a century.

*Trademark
**Patent No. 2,301,803

See Your Butler Sales Representative, or Write . . .



BUTLER MANUFACTURING COMPANY

7452 E. 13th Street Kansas City 3E, Missouri

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING-WASHERS

"Cleaner than new!"



...because solvent was clean, too!

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And it's so economical, too. Pound for pound, DARCO DC is the best deodorizer, the best fatty acid remover, the best decolorizer made.

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**DARCO® removes more
impurities . . . more economically
...faster...than any powder**

Compare DARCO efficiency in removing fatty acids:

Here are figures taken from actual tests in which DARCO DC was pitted impartially against nationally-advertised powders.

The values shown represent the proportion of fatty acid removed in one-half hour from natural dirty solvent containing 0.37% fatty acid.

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and that isn't all! DARCO DC takes out more color, more odor, more residue than any other adsorbent. It removes all of these impurities at the same time.

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Manual for Training Silk Finishers

Part VII: Touch-up with hand iron; finishing hard-finish fabrics on offset press

by LAURA HERRMANN PORTERFIELD

A. Instructions to Trainers: Touch-up

Touch-up work with the hand iron is to be done only after the puff irons and machine have been used and found insufficient to do a good job.

Sometimes the new operator can be taught this touch-up work at the same time that she is learning to do her other unit work of puff irons and skirt board. You will have to be the judge of just how fast a beginner can absorb these operations.

It is a good idea to have the operator complete the puff-iron finishing of 25 dresses, then do the skirt work on them. Usually she is then relaxed enough to do or at least to watch you do the touch-up work.

Remember the first step in job instruction is "to show and tell." This does not mean just do one piece and then expect the student to do it. Repetition is especially important in teaching silk finishing, as there are so many different types, materials, tricks of the trade, etc.

We'd suggest you touch up all of the 25 pieces the first time. The second time, let the operator do it but tell her what to do. The third time, leave her to do it alone, but check with her every 10 to 15 minutes.

Explain the function of the steam iron to the operator. Warn her she must turn the electricity on first, so the iron will be hot before she turns the steam valve on. This will prevent getting water marks on the garments. Also explain she must first blow out the iron on to the floor, just in case of any water standing in the line. Stress turning off the steam valve and electric switch, in that order, at quitting time. Explain that the iron does not have steam coming out all the time like the home steam irons, but only steams when you step on the foot pedal or, if you have one of the new thumb-control steam irons, only when you press on the thumb lever.

Show your student how to turn the garment inside out and not wrinkle the parts that have already been finished. You would be surprised at how many people try to put the whole garment through the little neck opening instead of bringing it through the bottom or hem opening. Show the operator how to lay the garment down when she puts the sleeve on the sleeve board to finish it (Fig. 1).

Be sure you have shown the student just what she is to watch for in doing this touch-up work, or she will be pressing the whole garment over again by hand. The operator should look over the whole garment and note where the touch-ups are needed before she proceeds with the work.

The important point in touch-up work on collars and tailored necklines that open is to do the ironing on the *underside* (Fig. 2). We see so many operators finishing the collar of a dark-colored dress on the right

side, just like a man's cotton shirt. Even a man's sport-shirt collar, when finished in our department, should be finished on the underside rather than the side that shows. If the material has been straightened out on the puffer, the necessary firmness can be obtained on the board with the iron on the underside of the collar.

Bias trim must very often be touched up with the hand iron because frequently it is not cut on the *true* bias and is a little twisted after going through the cleaning process. Stress, over and over, that the operator must follow the thread of the material and not the lines of the machine sewing (Fig. 3). It is best to do only a small area of bias trim at one time. It is usually best to finish bias trim entirely on the sleeve board, no matter where it is located—collar, cuffs, pockets or just trim.

Facings on button-front dresses can best be finished as the bodice is being finished. The operator can put the two sides of the front together to be sure that one is not longer than the other, and that there will be no gap at the end of the opening where the sides are sewed together. She must be careful when she is finishing the front openings not to press on the "show" side of the lapels.

The question of whether the seams of the skirts should be opened must be settled by the individual plant. Many plants we go into say their customers would not take a garment unless the seams were opened. If yours is one of these plants the following instructions must be given the operator.

It is very important to the finish of your garment to teach the operators to open the skirt seams without stretching that area in length. We always tell them never to put their fingers under the garment, and thus not pull on the seam. Slowly run the steam iron along the seam, using steam, and with the fingers of your left hand open the seam just ahead of the iron.

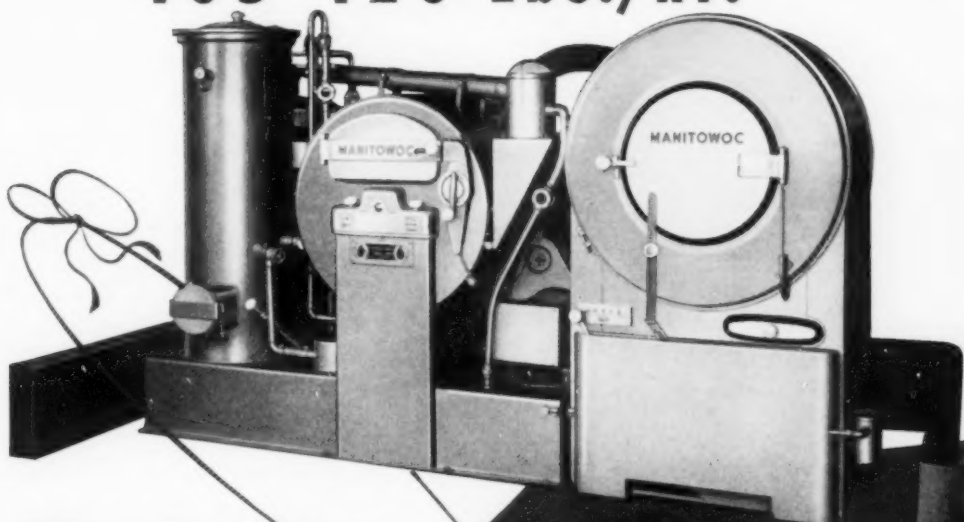
If there are pleats in the skirt, very often the inside crease of the pleat is on a skirt seam. You want to be sure that this follows all the way to the hem. Very often it is not nipped above the hemline stitching and there is a little extra material at this point. It is thus a little difficult to keep from making extra folds at this point of the pleat. Sometimes it is necessary to do a little clipping of the seam in order to do a satisfactory finishing job. If the pleat is in bad shape, it is a good idea to use the iron and crease the inside seams before starting to finish the skirt. Show the operator how to lay just the fold to be straightened on the board, without putting the entire skirt on the board.

Remember, if the garment or the material is relaxed and not held taut, we will get no stretching and it will be easier to do a good job.

(Continued on page 56)

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FIG. 1. Finishing sleeve on sleeve board



FIG. 2. Collar is finished on underside

(Continued from page 54)

B. Instructions to Trainees: Touch-up With Hand Iron

Job Breakdown

- | IMPORTANT STEPS | KEY POINTS |
|---|--|
| 1. Reverse garment. | a. Turn garment inside out by bringing collar through the bottom of the skirt. |
| 2. Place sleeve on sleeve board.
(See Fig. 1.) | a. Place sleeve on press board.
b. Put sleeve on board through armhole.
c. Have underarm seam on top of board. |
| 3. Press. | a. Step on steam pedal to clear iron; have iron off the board.
b. Use small amount of steam, always moving forward so back half of iron dries garment. |
| 4. Continue around sleeve. | a. Keep bringing sleeve toward you until you are back to underarm seam. |
| 5. Process other sleeve in same manner. | a. Remove first sleeve and place other on sleeve board.
b. Sleeves were to be checked for any necessary touch-ups before the garment was removed from steam-air form or puff irons. |
| 6. Finish collar. | a. Again, only if necessary.
b. This should be done on side that will not show (see Fig. 2).
c. Be careful where rest of garment is laid while touch-ups are being made. |

7. Finish pockets, ties and trim.

- a. Bias trim can often be finished best on sleeve board, a small amount at a time (see Fig. 3).
- b. Be sure pocket flaps are finished on reverse side.

8. Finish bodice.

- a. Garment should be placed on full buck with shoulder at small end of buck.
- b. Do the back first.

9. Touch up skirt.

- a. Dress should be on hanger which should be hanging on support or adjuster to keep top from becoming wrinkled.
- b. Touch up skirt after each lay is finished.
- c. Inspect each lay as skirt is being finished, either by trowel or by hothead press.

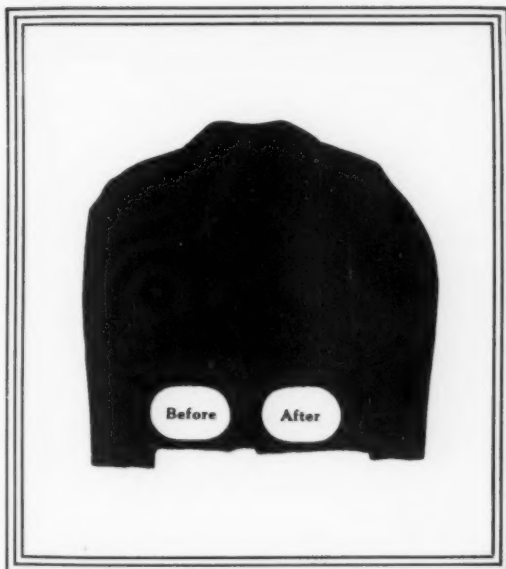
A. Instructions to Trainers: Hard-Finish Fabrics

With these hard-finished materials it is especially important to make sure that all touch-ups are done on the top of the garment before finishing the skirt, or the skirt may need redoing after the touching up. Also, have the garment hanging so that the steam will not travel up it, but rather have part of the top below the board.

If the garment is badly wrinkled it is a good idea to spray the entire skirt before putting it on the board. Be sure the operator understands why she should have no definite water marks on the garment while finishing it, because these may leave damaged areas on the garment. That is why we recommend letting only the mist, rather than the full spray, fall on to the garment.

Make the pupil practice the fanning motion of the head of the offset so she does not make a hard job of

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FIG. 3. Finishing bias trim on sleeve board

it. Show her how it is a back-and-forth motion of only about one inch, always lightly touching the garment on the down swing. It often takes only one or two fans to finish the garment. Teach her to be very observant of how quickly she can finish some materials while others take a longer time.

Be sure the student gets the routine of steaming lightly; straightening out the garment after spraying lightly, if needed; then steaming again, this time bring-

ing the machine head down lightly in a fanning motion; then vacuuming after releasing the head.

Stress *not* using the vacuum until the head of the machine has been released. The operator's hands should release the handle of the head and immediately go into position at the back of the buck to bring the skirt forward for the next lay, while her eyes are checking the skirt for possible touch-ups. These should be done at once with the iron.

B. Instructions to Trainees: Finishing Hard-Finish Fabrics on Offset Press

Job Breakdown

IMPORTANT STEPS	KEY POINTS
1. Place garment on hanger.	a. Place hanger on holder. b. Touch up all necessary parts, except plain part of skirt.
2. Place skirt over end of buck.	a. Zipper should be on top of buck. b. Have slack in blouse as it hangs from holder, so steam will not hit it.
3. Steam and spray. (See Fig. 4.)	a. Step on steam pedal with foot and at same time spray entire area with water spray gun. (See "Instructions to Trainees" for use of spray gun.)
4. Straighten skirt with hands.	a. Smooth garment and make hemline even on buck.
5. Steam lightly.	
6. Bring machine head down. (See Fig. 5.)	a. Just touch garment with hot-head and use fanning motion about one inch from garment.
7. Vacuum.	a. Release head. b. Step on vacuum pedal. c. Place hands at back of buck at waistline and hem.
8. Move garment.	a. Bring garment forward with hands to front edge of buck.
9. Proceed by above method around skirt.	
10. Touch up skirt as lays are made.	a. Using hand iron lightly, touch up spots that need extra pressure before moving skirt for next lay. # #



FIG. 4. Water-spraying skirt with fine mist



FIG. 5. Fanning motion of press head about one inch from garment

Chlorinated units are easily converted to the two-bath 3% "Super Soap" method

Minor changes in piping of combination washer-extractors permit use of 43 times as much soap at no additional cost

The near elimination of wet-cleaning which results from the use of a concentrated 3% solution of FORMULA 886, followed by a rinse in pure solvent, has prompted owners of Stoddard solvent plants to purchase new combination washer-extractors in order that the method may be practiced economically.

Owners of perchlorethylene plants need not resort to replacement of equipment because their units are all of the combination washer-extractor type. For them it is only a question of converting their present equipment.

In some cases this conversion comprises no more than a simple rearrangement of piping and valves.

In others it includes the installation of another solvent storage tank.

In either event the objective is to avoid even a slight interchange of the 3% solution and the pure rinse solvent.

Leading manufacturers of equipment designed for "perc" have worked out every detail necessary for efficient conversion of your old equipment. These manufacturers are also prepared to supply new equipment designed specifically for the two-bath "SUPER SOAP" method.

Your combination washer-extractor is now worth many times the price you paid for it if you arrange with your manufacturer for conversion to the two-bath "SUPER SOAP" method as practiced with a 3% solution of FORMULA 886. Be sure that every precaution is taken to avoid dilution of the 3% solution with rinse solvent, or contamination of rinse solvent by 3% solution.

STREET's employ a staff of over 35 field technicians trained to supplement the work of equipment engineers. For a consultation regarding conversion of your "perc" equipment write to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Illinois.

Why the two-bath method in perchlorethylene brings near elimination of wet-cleaning

FIRST, the 3% solution of FORMULA 886 provides unprecedented moisture control.

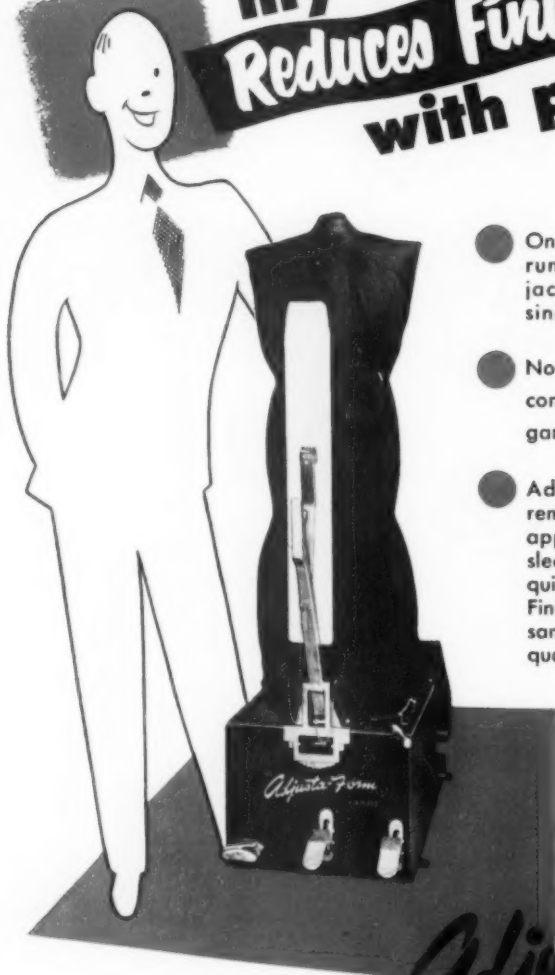
SECONDLY, STREET'S STRONG SOAP TESTING KIT provides unprecedented control of active ingredient.

Then, of paramount importance, is the unprecedented control of static. The 3% solution of 886 introduces 43 times as much active ingredient as the normal amount of filter soap. This unusual concentration imparts much higher electrical conductivity to "perc" than ever approached by soaps in the old one-bath method, and in so doing gives an entirely new concept of whiteness retention resulting from elimination of static.

FINALLY, the optimum in scientific dry cleaning is reached through the separate rinse in pure solvent which is free of the soluble impurities removed from the soiled fabrics. This pure rinse not only precludes any remote possibility of odor, but also, in removing the oily film from the fabrics, permits colors to snap back to their original brilliance.

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See your jobber for a convincing demonstration.

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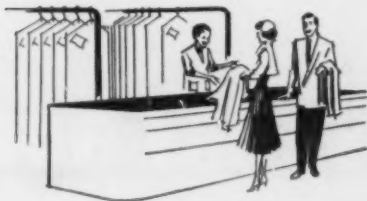
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SEPT. 1942

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PENNSYLVANIA STATE ASSOC. CLNRS & DYERS, IN TESTS IN ITS LABORATORIES AT STATE COLLEGE, PROVES INDUSTRY ESSENTIAL TO PUBLIC HEALTH. PROVES FABRICS COMPLETELY STERILIZED BY DRY CLEANING.

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SILK FINISHER: MUST BE GOOD, FAST, AND CONGENIAL. STATE AGE, AND HOURLY PRODUCTION IN FIRST LETTER... \$25.00, 5 1/2 DAYS WORK.

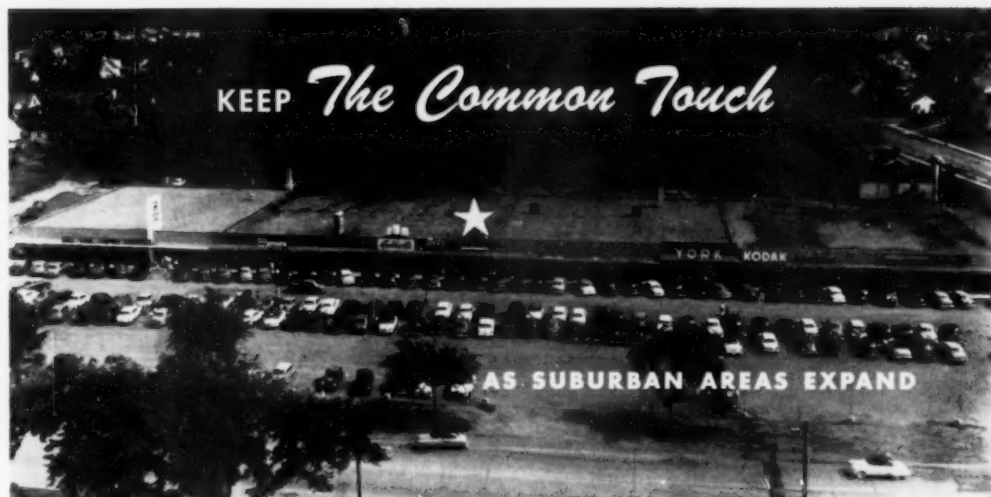
PRESSERS: FAST MAN CAN MAKE \$7 A DAY, UP. GIVE AGE, DETAILS...
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FOR SALE: (1942)

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OWNER Karl Hofmeister removes load from washing unit after extraction, places in second unit for rinsing, further extraction

Small Plant Uses 3½ Percent Soap

Dual washer-extractor units solve rinse problem

by LOU BELLEW

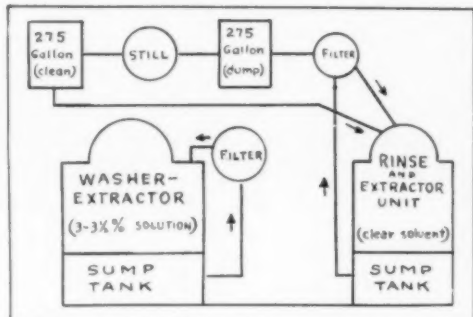
THE RINSE PROBLEM that arises when the "two bath" method of cleaning is used in a small plant has been solved by Hof Cleaners in Hinsdale, Illinois. Instead of using one cleaning machine, as in the past, owner Karl Hofmeister has added a second similar unit. This allows him to clean garments in one unit, and rinse the excess soap from the cleaned garments in the second unit.

For his cleaning unit Mr. Hofmeister had been using a compact 32-pound washer-extractor with tumbler, filter, pump and storage tank. This past January he decided to try the two-bath method of cleaning, provided his cleaning unit could be converted without too much trouble. The fact that it would be necessary to rinse the excess soap from the cleaned garments posed a problem, since in that type of unit the solvent used in cleaning is pumped back and forth from a sump tank in the base of the machine itself.

With a single unit using high soap concentrations in the "wash" bath, this sump tank would contain the strong soap. It would be necessary to install an extra tank and second filter for the rinsing solvent, plus a complicated piping arrangement for this added rinse. There would also be a severe cut in the volume of work the unit could process in a given day.

The problem was solved by the installation of a second washer-extractor with its own sump tank and filter. Garments are now cleaned and extracted in the one

unit, and rinsed and extracted in the second unit. This would at first glance appear to mean it now takes twice the equipment to do the amount of work previously done by one unit, but it doesn't work out that way in



HOOK-UP of twin units. One on left for washing and extracting soap solution has own filter. Solution is pumped back and forth into sump tank in base. Rinse unit on right. When fresh solvent must be added, used solvent passes through filter into dump tank; distilled solvent drawn off clean tank into unit's sump tank. Solvent from 275-gallon dump tank distilled only as needed to keep clean storage tank at proper level

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One thing is certain: it is by far the finest air-operated drycleaning press available today. It already has set entirely new standards of simplicity, effortless control and sustained hourly production. With it, a new era of quality garment pressing . . . in volume . . . made easier and more profitable . . . has begun.

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SIX PEOPLE handle operation at cleaning plant, back of home, and downtown store where spotting and finishing are done. Shown here are Karl Hofmeister, Mrs. Hofmeister, who handles downtown store and fills in at finishing, son Teddy who does most of cleaning, and Mrs. Hofmeister's sister. Tailor and woman presser complete staff

practice. In the original 32-pound machine it was possible to process eight loads in an 8-hour day. With both units, 12 loads are now produced (and it is possible to do 16 loads) in 8 hours.

This production is achieved with what Mr. Hofmeister feels are certain advantages of the two-bath method; namely, superior cleaning, with 90 percent less spotting and a reduction of wetcleans, especially on slacks. He states that wetcleans on slacks even during the abnormally hot summer of 1952 ran only 4 to 5 out of 100.

The cleaning operation begins with the washer unit being loaded while the soap-bath level is being brought up to the desired point. Moisture stock solution is added at this time. The solvent level is held at the point where the solvent begins to overflow into the sump tank in the base of the machine.

Garments are then run at least 5 minutes (and not over 10 minutes at most) in the soap solution, circulating through the washer but not through the filter. The last 20 minutes of the half-hour cleaning cycle is on "wash," with the solvent going through the filter. The last step is dumping this concentrated soap solution back into the sump tank and giving the load a 3- to 5-minute extraction.

Filter powder is added every second load through the washing unit. The soap concentration is kept at 3 to 3½ percent. Even if it goes higher no harm is done to the garments; there is only the cost involved in the extra soap used.

Garments are then taken from the washing unit and placed in the other unit for rinsing, which takes 10 minutes. (Some claim a 5-minute rinse is enough but Mr. Hofmeister feels such a short rinse leaves too much soap in the garments.) This "rinse" solvent, thanks to the sump tank at the base of this type of unit, is used over and over again without the several manually operated valves that would be required and the time loss that would be involved with storage tanks further from the unit.

A test kit is used periodically to test the soap content of the rinse solvent in this unit. The solvent is replaced with fresh solvent after every 20 to 25 loads.

Each morning before starting the rinse unit, a cup of activated carbon and a one-pound coffee can of adsorptive filter powder (sweetener) and two one-pound

coffee cans of filter powder are added—and the unit is good for the day.

Rinse solvent is kept at a low percentage of soap in order to leave just enough soap in the garments for proper texture in finishing. In fact, considerable effort goes into keeping the rinse solvent absolutely clear. However, since this solvent is used over and over it is bound to pick up some soap from each load, and there is always enough soap left for the desired finish.

Filter bags are cleaned and replaced whenever the pressure gets up to 15 pounds, which is about once a week, on the washer filter. The rinse filter is cleaned once a week.

Water is added to the soap solution in the washer unit according to the type and weight of garments being cleaned. The water solution is mixed in the ratio of one part detergent (to aid mixing of water with solvent), 24 parts solvent and 24 parts water.

The concentrated bath in the washing unit has never been dumped completely since Hof Cleaners went on the two-bath method in January. Only the loss of that part of the solution remaining in the garments when they are extracted and transferred to the rinse unit has been replaced by the addition of equal amounts of fresh solvent, soap and water. The moisture, according to Mr. Hofmeister, has stayed in the garments, the insoluble soil has cleared out on the wash filter, and the diluted soluble soil and fatty acids are cleared out in the rinse filter.

On heavily soiled and sweaty trousers twice the amount of water as on normal loads is used. This has resulted in the drastic reduction of wetcleans. For rinsing loads of white garments, a one-pound can of sweetener and a cup of activated carbon are used to clear the solvent before running the whites.

Mr. Hofmeister feels the installation of the second unit, to permit the use of the two-bath method of cleaning with his favorite kind of equipment, has been completely justified. He has always taken pride in the quality of his work, which is priced at \$1.25 cash-and-carry and \$1.40 delivered, and feels that he is now getting far better cleaning, with a nicer texture after finishing. This is an added benefit to the 90 percent reduction of spotting and drastic reduction of wet-cleaning of summer garments accomplished by introducing more moisture in the cleaning process. # #



"I wish I could remember how I hooked this one up. Every time I throw it on, the whole neighborhood gets nothing but color television!"



You Can't Hide from the FACTS!

Detrex cleaners are successful cleaners! The records prove it and that's what counts.

To be a successful drycleaner, you must have honest-to-goodness competitive advantages. That means flexibility, highest quality cleaning and economy of operation. Let's face it—that's where Detrex fills the bill. Here's why:

Flexibility of Production—The Detrex Process uses one machine to clean clothes and one to recover solvent.

Flexibility of Installation—The Detrex Process permits installation to suit almost any floor plan . . . on one floor, on two floors, with right-hand or left-hand loading and other variations.

Flexibility of Operation—You can use the Detrex Process on a straight solvent cycle—with soap added load by load—with the charge system for mild soap solution—or with the two-bath method for super strong soap solution.

Quality—The Detrex Machine right down to its carefully developed cleaning basket has been engineered to clean the best. Add to this the highest rate of filtration and distillation in the industry and you are assured of the highest quality drycleaning possible.

Economy—The Detrex Synth-O-Saver recovers the maximum amount of solvent, over 97%, making your solvent costs negligible and enabling you to operate at the most economical level.

To get the whole story, just drop us a note or post card. Face to face with the facts, you'll specify Detrex for the most in quality and economy. DETREX CORPORATION, Dept. C-1, Box 501.



SEE OTHER SIDE
OF THIS PAGE...
Important News!

DETREX

The Process that Shaped the Industry

**For those who wish to use
New DETREX Two-Bath
Super Strong Soap Process**

Imaginative engineering, backed by constant laboratory research and field studies, is the reason the Detrex Process has always embodied the latest developments. And typical of such developments is the new Detrex unit which permits the use of the "charge system" two-bath method of high-concentration strong soap operation in the Detrex Process. The essential purposes of this unit are to provide a separate tank for clear rinse solvent from the tank containing solvent charged with super strong soap, and to provide a two-bath cycle with push-button operating simplicity. Thus, drycleaners now using milder strong soap solutions which do not allow for a clear solvent rinse, but who desire the use of higher concentrations of strong soap, will now find it possible through the installation of this unit on their Detrex equipment. The results achieved by one drycleaner are reported in the adjoining column.

The new Detrex two-bath unit is designed for installation on new Monarch machines prior to shipment or for installation on Regent and Monarch machines now in the field. On new machines, the unit adds only 2 feet in depth to present equipment. On machines now in the field, it can be installed at either side or the rear of the machine to best suit space and working conditions. We'll gladly send you complete details if you'll just fill out the coupon below . . . no obligation, of course.

DETREX CORPORATION

Dept. C-4, Box 591
Detroit 32, Michigan

Please rush to me, without obligation, complete details on the Detrex Process and the new Detrex two-bath unit.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

**MANGOLD CLEANERS REPORTS ON
USE OF NEW DETREX TWO-BATH UNIT**

Frank Mangold, owner of Mangold Cleaners, 1103 E. Seven Mile, Detroit, Michigan, has literally grown up in the drycleaning business. During 17 years working with his father and other drycleaners he accumulated intimate knowledge of all the established methods. Six years ago Frank started his own shop in which he selected Detrex equipment and has maintained a vigorous, growing business ever since. As a matter of policy, he has always handled the cleaning department in his shop personally. Recently, he added to his machine new Detrex equipment for the two-bath method of operation. Here is his report in his own words:

"I'm in a neighborhood that consists largely of factory workers, garage mechanics and other types of manual laborers. For the most part their drycleaning is made up of odd trousers which are badly soiled and spotted with grease, oil and perspiration. As a result, I have always been faced with the problem of a high percentage of clothes that needed steam cleaning and hand spotting. This is particularly true in summer weather. In fact, 18% to 20% of the garments that came into my store had to be steam cleaned after going through the regular drycleaning cycle in the height of the summer season.

"For many years I have used soap in the Detrex Process by adding it to each load and later by the mild charged soap methods without benefit of clear rinse or high soap concentration. Some time ago, Detrex installed their new equipment which permitted the use of the two-bath method in the Detrex Process. The results have been outstanding for my operations. The percentage of garments requiring steam cleaning has been reduced to a maximum of 2½% of all garments cleaned. Spotting has been reduced to an almost unbelievable new low and pass-ups constitute 80% of my present volume. And these statistics were established during the hottest Detroit summer in 18 years.



"In addition to a regular drycleaning service, I also rent men's formal wear. In the summer, white tuxedo coats were a big cleaning problem when they came back from rentals because of the careless attitude of people toward rented clothes. Today, with the Detrex two-bath unit, it is only necessary to reclean an average of 8 coats out of every 100 even though the temperature has hovered around 90° for weeks. And believe me, that is a real saving over our previous performance.

"After testing a variety of cycle combinations, I settled on one best for me which consists of a 5-minute wash, 1-minute drain and 3-minute extract. This is followed by a 2-minute rinse in clear solvent, another 1-minute drain and 3-minute extract. The entire cycle is controlled by a switch on the front of the machine . . . there are no valves or other mechanisms to monkey with during operation. I add moisture to every load of clothes regardless of the material being run. One hour of distillation per day keeps fatty acid to minimum and I clean my filters only half as often as I had to previously.

"Having tried the use of soap by almost every conceivable method over a period of time, I can confidently say that my drycleaning today is better quality and lower in cost than ever before. And just as important, quality-control is so simple that I am now looking for another store."

DROP IN . . . See our exhibit, Booth 953-5, AIL Convention,
Atlantic City . . . October 2 thru 5.

Consumers Speak in Vancouver

New market survey compared with
similar one taken three years ago

by WILLIAM R. PALMER

THE MONTHLY DRYCLEANING BILL for the average family in the city of Vancouver, British Columbia, has increased in three and a half years by one nickel! This is in spite of the fact that at least a third of the families interviewed were paying prices from 18 to 25 cents higher than previously. It looks as if the average number of pieces cleaned has dropped at least 10 percent!

The source of this information is a market survey sponsored and conducted by Tessler Brothers Limited of Vancouver during this past June. The survey was similar to one conducted by the same firm in January 1949, and has been published with both sets of figures for convenient comparison (except for a couple of new questions on the 1952 questionnaire).

Students from the University of British Columbia formed the crew that did the actual polling and legwork. They covered 10 separate representative districts of the city to "contact a broad sampling of opinion at all economic and social levels." Interviews were completed with the residents of 500 households, a number which provides a cross-section of sufficient accuracy to give a good picture of the drycleaning market in Vancouver. A very small fraction of the interviews were with persons responding to the first survey.

In studying this survey, it is important to remember that Vancouver ranks among the first three Canadian cities in the cost-of-living index. Labor is highly unionized with an above-average wage level as compared to the rest of Canada. Also, since it is an industrial port city, smoke, fumes and smog tend to make the citizens regard the drycleaner as a necessity.

These circumstances will explain the high per-capita annual consumption of drycleaning, which appears to be \$13.75.

Some interesting contradictions appear in the comparisons for the two years. They will be covered under discussion of the separate questions. Remember, this survey doesn't necessarily depict situations in your city. However, these findings may stir you to ask yourself some searching questions along these lines about your own trading area. The plants in Vancouver are as good as any in either country, city for city, and some are outstanding. If any part of this report seems bad, be sure most cities couldn't stack up as well for drycleaning.

1. Fewer plant visits

Have you ever been invited to inspect a drycleaning plant in operation?

The number of persons receiving bids to visit plants dropped to 8.4 percent of those questioned from 10.8 percent in the first survey. This presumably included both personal urging and advertised invitation.

Drycleaners as a whole are becoming more promotion-minded in this buyers' market, particularly because costs and break-even points are steadily mounting. Therefore, this decline in bids for plant visits might

be attributed to the fact that they actually reached a peak around 1948 when many "dream plants" held their "grand openings." Also, at that time very many plants completed their postwar modernization and remodeling and they, too, celebrated with open houses and invitations to visit.

Apparently, with that flurry over, at least a quarter of those who encouraged plant visiting considered it a one-shot deal. Or maybe their plants have slipped so in appearance that they'd be ashamed to be visited!

2. Convenience more important

What reason prompted you to start dealing with your present cleaner?

Advertising	2.9%	8.2%*
Convenient store	45.3	39.4
Lower prices	4.7	9.6
Solicitation (personal or phone)	8.9	5.2
Friends' recommendation	16.4	17.8
No special reason	21.8	19.8

That last item, "no special reason," may mean either the person interviewed couldn't remember, or more likely was not the member of the family who started dealing with a particular drycleaning plant and so did not know why it was chosen. Therefore, that 21.8 percent can probably be distributed among the other reasons in the same proportion. Thus advertising becomes 3.7 percent; convenient store 57.9 percent; lower prices 6 percent; solicitation 11.4 percent, and recommendation 21 percent.

A little less than two-thirds of the customers chose their present cleaner because of his convenient store location. Since only a third of the customers (see question 5) use route service exclusively, one may be justified in believing that convenience is by far the most important factor in the choice of a drycleaner. It may not be oversimplifying to say two-thirds of the customers find it inconvenient to wait for the routeman, while one-third do find that method most convenient. This finding reflects, most of all, the growth of drive-ins and stores in shopping centers.

Price apparently isn't as important a factor as many drycleaners would like to think. Even the small number of customers basing their choice on price in 1949 has shrunk to half as many by 1952. The general tendency is to wear clothes longer and have them cleaned at the higher prices, rather than to have them cleaned frequently at bargain rates.

Why the drop in effectiveness of advertising? Our guess is that in 1949 customers were still shopping for another drycleaner, any cleaner other than the one they'd been dealing with in wartime. In 1949 drycleaning capacity had finally caught up with demand and drycleaners were beginning to advertise with more of their prewar intensity.

In 1952 the average customer needs more persua-

* Figures in lighter type throughout are from 1949 survey.

sion to change cleaners than just an announcement you'd like her business. A close look at the two columns of figures above shows advertising, lower prices and recommendations (slightly) giving away about 10 percentage points to convenience and solicitation over the three and a half years. This shift could be the number of people (one in 10) who changed their basis of choice because of dissatisfaction with the quality or service given by their previous cleaner. We would have liked to see this question include "And when did you first use this cleaner?"

The effectiveness of solicitation has nearly doubled, although it is still a smaller percentage than it should be if routemen solicited consistently.

3. Quicker service

What service does your cleaner usually give you?

Same day	1.0%	—
1 day	1.8	—
2 days	11.6	.6%
3 days	32.2	7.2
4 days	16.6	35.6
5 days	12.2	19.0
6 days	7.2	12.2
7 days	17.2	25.4
Longer	.2	—

Don't confuse this question with the next one, as this only shows the regular service given by a dry-cleaner. It does look as though the average plant has cut its service by at least one day in the past few years. Nearly half of them return the work in three days or less in 1952. We'd hazard a guess that most of those customers still getting seven-day service are patronizing the laundries.

4. More "specials"

Does your cleaner make an effort to give quicker service if you ask for it?

Yes	71.4%	53.8%
No	3.8	9.2
Never asked	24.8	37.0

Almost three-fourths of the plants have quick specials as contrasted with little more than half in 1949. Certainly the number of customers who've never asked for special service is considerably reduced. This probably is caused by increasing knowledge that such service can be had, rather than any increased need for quickie cleaning.

Having become a part of customer habit patterns, quickie service on specials is here to stay, as is partially indicated by the number of customers using both routes and stores (question 5) or splitting their orders (question 6).

This highlights a word of warning—any drycleaner whose customers send part of their work elsewhere for better service or better quality will always be at a serious competitive disadvantage. The odds are in favor of his competitor getting the complete order sooner or later.

5. Route business growing

Do you usually take your clothes to a store, or does a routeman call regularly?

Store	48.8%	60.6%
House	34.0	27.0
Both	17.2	12.4

There is a notable increase here both in those customers using route service and in those using both route and store service. This apparent contradiction to

the increase in number of people choosing stores because of convenience (question 2) actually indicates a considerable overlapping of persons who would prefer routemen to call if it could be done conveniently.

6. More split orders

Do you use one cleaner only, or send special articles to other than your regular cleaner?

One only	72.0%	82.8%
Split order	28.0	17.2

Such a small number of customers chose their dry-cleaner on a price basis in the first place that price isn't likely to be the major reason for order splitting. Therefore, it must be a lack of confidence in the regular cleaner's ability to handle special garments or articles.

As we said above, a split order is giving the other guy a foot in the door to your business!

On the other hand, order splitting frequently reveals an unsound pricing policy, particularly when it involves over a quarter of the market, as it apparently does here. Frequently it means the "quality" plants are getting all the toughies while the bread-and-butter suits and dresses are going to the neighborhood cleaner. A study of the pricing situation (shown below), incomplete as it is, shows such a wide spread in prices as to suggest this situation is true (i.e., pricing on plain suits and dresses is too high in proportion to the fancies, or else the fancies are being undercharged).

7. Prices are up

What do you pay for cleaning a suit or plain dress?

\$1.50	23.0%	—
1.40	3.4	—
1.35	10.8	—
1.25	37.6	28.6%
1.15	3.8	21.0
1.10	1.4	18.0
1.00	7.0	18.2
.90	1.6	8.8
.80	1.6	5.4
Less	3.6	—
Don't know	6.2	—

Look at that last figure, would you! Six percent of the people don't even know what they pay for their drycleaning!

In 1949 about 85 percent of the people were paying between \$1.00 and \$1.25 for their cleaning, while today about 75 percent of them are paying \$1.25 to \$1.50. However, in the earlier year the volume was fairly even at all stages between those limits. Today the majority of customers paying the higher prices pay either the \$1.25 or the \$1.50.

This probably reflects the thinking that the Cadillac people are trying to encourage these days, which is that prices are so high now that it takes a big jump in price to make an important difference. Thus, if a man is willing to pay more than a buck-and-a-quarter for his drycleaning, he's just as likely to pay the buck-and-a-half as one of the dime jumps in between.

Resistance to rising prices is well demonstrated here. In 1949 a majority of the customers were willing to pay the top prices charged, whereas now the largest group are paying a medium price, though both happen to be \$1.25. It would also be our guess that much of the order splitting is between plants charging \$1.25 and \$1.50, rather than the upper-priced plants and those in the bottom brackets. We can't prove it, but the Vancouver cleaners (and you yourself) might like to investigate.

(Continued on page 74)

**"the only good moth
is a dead moth"**



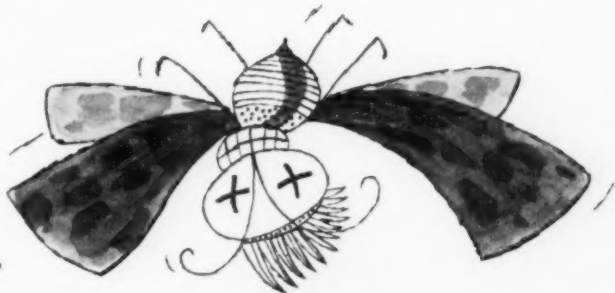
Partner, everyone agrees . . .
and every cleaner who knows
Monite knows it's sure-fire—
sure-fire as moth protection, sure-
fire as the added attraction that
turns occasional customers into
steady repeaters—into profit-
making volume business!

*Easier and cheaper than a blunder-
buss, too! Applied in the wheel—no extra
labor or equipment needed—costs only
1½¢ per average 3 lb. garment!



Adco, Inc.

Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.



NOW *Adco* RESEARCH

combines

DRI-SHEEN

*Super
Detergent*



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We of Adco guarantee the Dry-Sheen Process to excel in every way and to be more economical than ANY other Cleaning Process.

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LIQUID DRY CLEANER

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to produce

**the most foolproof, easy-to-use,
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OF CLEANING yet!**

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**DRI-SHEEN
PROCESS**

"Food for Fabrics"

The Dri-Sheen Process needs no extra equipment, contains no fatty acids.

It's a team-up terrific, a combination of Dri-Sheen Super Detergent for charging your solvent and reliable 400 Liquid Dry Cleaner for producing stock solutions which introduce moisture into your system properly and safely. Only ADCO furnishes you free hygrometer with moisture charts for perfect control of humidity and moisture in your cleaning process. Adco's trained dry cleaning engineers are available in every locality in the U. S. A.—Ready to install this revolutionary method of cleaning. Make us prove our claims, at no cost to you, in your own plant!

(Continued from page 70)

8. Price suits three people in four

Do you consider this price fair, too high or too low?

Fair	70.2%	72.4%
Too high	23.0	24.6
Too low	.6	1.8
Don't know	.6.2	1.2

There is actually little change in sentiment about the fairness of prices, because the apparent changes seem to be due to the increase in number of persons who don't know what prices they pay. The optimist might say these folks don't care if they don't know, and therefore should be included in the group that feels the prices are right.

Here's the breakdown by price for the year 1952 alone.

Price	Fair (number of people)	High (percentage)
\$1.50	64	44
1.40	13	31
1.35	35	54
1.25	155	24
1.15	19	—
1.10	6	17
1.00	29	17
.90	8	—
.80	8	—
Less	14	21

Some drycleaner (or maybe several) seems to be completely successful in making his customers happy at the \$1.15 level. He's probably giving a lot of quality for the price (won't guess about his profit margin).

Note that in the brackets above and below \$1.15 the percentage of customers dissatisfied with the price is substantial. We wonder if the quality of the work couldn't be sold at \$1.25 just as easily as \$1.15. We wonder also if the plant selling at \$1.10 couldn't add a nickel to the price, put the whole nickel into improving service or quality, and wipe out that claim that his price is too high.

Just as in the last survey, there were some customers in the very bottom bracket who believed their prices paid were too high. Here is a group that isn't interested in or cannot appreciate quality work. It is a market that plants in the upper levels shouldn't attempt to acquire, since it can only be done by compromising their quality.

Incidentally, just three people felt they weren't paying enough for their drycleaning—one at less than 50 cents, one at a dollar, and one at \$1.50!

9. Complaints are down!

*Did you ever make a complaint to your cleaner?
About what?*

The improvement in number of complaints was slightly over 10 percent. This time there were 53.6 percent of the people who had found no fault with their cleaners, as against 43 percent in 1949.

Of the remaining 46.4 percent who remembered complaints (which could date back several years, since the question was worded "did you ever make a complaint") a number had two or more. By actual count 51 persons had more than one complaint, while 181 persons registered one complaint.

It is important to remember that these are complaints actually made to the drycleaner or his representative. It doesn't include that group that gulped or cursed silently but said nothing. On the other hand, there probably are people who said they complained when actually they only wished they had!

The complaints were divided as follows (expressed

in percentages of total complaints [332], not number of persons interviewed):

Spots not all removed	21.2%	23.2%
Poor quality cleaning	16.5	7.6
Shrinkage	15.0	19.8
Buttons or belt lost	13.5	9.4
Garments damaged	9.3	—
Finishing poor	9.0	15.7
Garments lost	8.7	10.3
Wrong garments returned	3.1	4.6
Not delivered as promised	3.1	9.4
Odor after cleaning	.6	—

As we study this table, let's remember the number of people who felt their charges were too high. This may show why! Why in thunder should poor quality of drycleaning move up from seventh place to second? With the improved detergency and the greater control possible in the cleaning room, there should be no excuse for it. We suspect that too many cleaners are expecting miracles from their charged systems and two-soap setups. Instead of being satisfied with greatly reduced spotting and wetcleaning, they are trying to eliminate the latter and skimp the former!

The reduction in shrinkage indicates some control being exercised in tumbling, but nowhere near enough as yet. Loss of belts and buttons has risen enough to show increased carelessness or sloppy supervision. This even while there is a reduction in garments lost or misplaced.

Service has improved a lot as many fewer garments failed to be delivered on time. And finishing improved almost as much as cleaning soured.

The "sleeper" on this list was garments damaged, which wasn't included in the 1949 survey. It's surprisingly high on the list. However, we're inclined to blame the cleaner for this in part only. It probably includes acid-gas fading, rainwater-soluble sizings, and the like, for which the cleaner is blamed. It also includes garments that are sliced, torn, walked on, overbleached, overspotted, extractor-burnt, and so on!

A breakdown of the persons complaining, by price classification, looks like this:

\$1.50	48%	115 persons
1.40	53	17
1.35	46	54
1.25	45	188
1.15	58	19
1.10	29	7
1.00	46	35
.90	75	8
.80	37	8
Less	50	18
Don't know price	39	31

Darned if we know what this proves, except that even people who can't remember prices charged have a memory like an elephant when it comes to complaints. Also, we note our plant that charges \$1.15 has the second highest percentage of complaints despite nobody's claiming they charge too much. All we can say now is maybe they settle liberally and promptly.

10. Prompt adjustments

Was your complaint adjusted quickly and courteously by the cleaner?

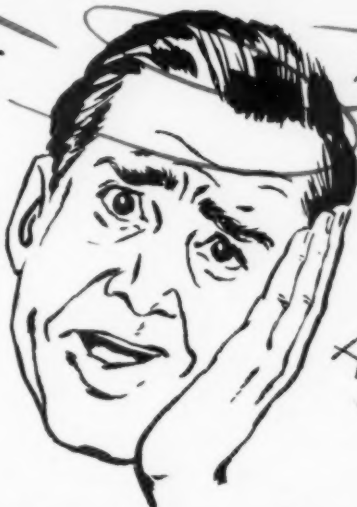
Yes	43.4%	52.0%
No	3.0	5.0
No complaint	53.6	43.0

The change here is more apparent than actual. Since there were 10 percent fewer complaints, there was the same percentage fewer adjustments to make.

11. Three out of five do look

A question new to this survey revealed that 56.8

INPUT
OUTPUT
STACK
BREECHING



B.T.U.

H.P.

A.S.M.E.

**...please,
all I want
is a boiler
that's right for my plant!**

Mister...you want HOFFMAN Custom-Fitted Boiler Service

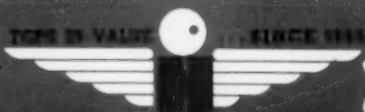
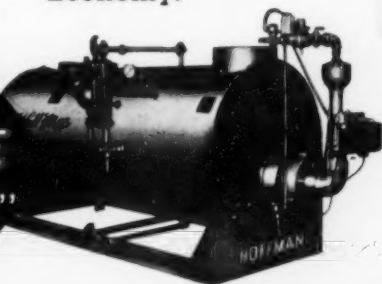
You're welcome to the technical talk about Hoffman-Steamaster "Little Scotchman" Boilers, if you like. But if you'd rather just be assured of real, low-down operating costs and the right steam generation for your needs, put your trust in your Hoffman representative. He knows what steam your equipment requires — will help you select the size that's right for now and the future. Call him in today.

★ 10 Sizes: 3 to 150 H.P.

★ New Improved Heating Surface for Top Economy.

Oil or Gas Fired

Completely equipped models • Fully approved — no lagging or brickwork • Two-pass design saves fuel • Submerged tubes, last longer.



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 1, N. Y.

percent of customers inspect their garments immediately on receipt from the drycleaner. Thus 43.2 percent wait until the next time they put on the garment. A cleaner must be warned, therefore, that two customers out of five are properly conditioned for apoplexy at the time they first see the garment!

12. Water repellents top sideline

Has your cleaner ever suggested the following sidelines?

Water repellency	17.0%	19.2%
Shirt laundering	12.3	—
Garment dyeing	10.3	15.3
Drapery cleaning	10.2	—
Blanket cleaning	8.6	6.7
Rug cleaning	8.3	5.6
Alterations, paid repair	7.8	12.8
Mothproofing	7.0	23.2
Hat cleaning	7.0	4.0
Fur storage	5.9	7.0
Upholstery cleaning	2.6	5.0
Glove cleaning	2.5	—
Flamproofing	.8	1.4

Back in 1949 only 39.6 percent of the customers questioned had been solicited for sideline business. In 1952 the percentage was 64.2, or an increase of almost half again as many people solicited. The table above shows not only that more people were solicited for sidelines this year, but it shows an increase in the number of customers solicited for most of the specific sideline services.

Since in many cases customers were solicited for two or more sidelines, the following table is given to show the percentage of mentions of each sideline. For example, in the 1952 survey, 17 percent of all questioned were solicited for water repellency, as against 19.2 percent in 1949. However, figuring the percentage of mentions of water repellency in relation to the total mentions of all sidelines, we get a figure of 38.6 percent in 1952 as against 19.2 in 1949, showing an increase of 100 percent in this sideline. (Vancouver, it may be noted, has a rainy climate.)

	Percent	No. mentions	Percent	No. mentions
Water repellency	38.6	193	19.2	96
Shirt laundering	27.8	139	—	—
Garment dyeing	23.4	117	15.2	76
Drapery cleaning	23.0	115	—	—
Blanket cleaning	19.4	97	6.8	34
Rug cleaning	18.6	93	5.6	28
Alterations, paid repair	17.8	89	12.8	64
Mothproofing	15.8	79	23.2	116
Hat cleaning	15.8	79	4.0	20
Fur storage	13.4	67	7.0	35
Upholstery cleaning	5.8	29	5.0	25
Glove cleaning	5.6	28	—	—
Flamproofing	1.4	7	1.4	7
		1132		501

(The correspondence of the percentages in the 1949 table in both columns is coincidental, since the number of people questioned in the survey and the total mentions of all sidelines happened to be the same.)

13. Less free repairs!

Does your cleaner usually attend, free of charge, to such minor repairs as sewing buttons, small rips, etc.?

Yes	44.4%	55.4%
No	47.6	32.0
Don't know	8.0	12.6

Looks like this is part of the package! Customers feel charges are too high, feel cleaners damage clothes (i.e., rip linings and pull off buttons). This is definitely a trend in the wrong direction!



"... however, if it's good, we expect you to pay double."

14. Fewer floater policies

Do you have a floater insurance policy to protect your garments when in the cleaner's possession?

Yes	28.4%	41.2%
No	70.8	58.8
Don't know	.8	—

Watch your bailee policies, boys, the customers depend on you!

15. Monthly average up 5 cents

How much money would you estimate your household spends each month on drycleaning?

Don't know	5 homes	3 homes
\$.25 or less	15	—
.50 or less	22	—
.75 or less	7	—
1.00 or less	39	9
1.25 or less	4	2
1.50 or less	19	19
1.75 or less	2	—
2.00 or less	47	63
2.50 or less	14	30
3.00 or less	69	99
3.50 or less	17	15
4.00 or less	48	90
5.00 or less	67	62
6.00 or less	26	40
7.00 or less	11	15
8.00 or less	14	17
9.00 or less	3	4
10.00 or less	23	5
15.00 or less	19	12
20.00 or less	6	2
25.00 or less	2	—
30.00 or less	1	1

The total bill for 495 families or households in 1952 for one month was figured at \$2,155.22 (columns won't jibe exactly because items were consolidated in round figures to save space). A similar bill in 1949 came to \$2,139.20, for 497 households. These two amounts average out to \$4.35 for this year, \$4.30 for 1949 as the monthly bill per household—an increase in three and a half years of exactly 5 cents. That's 1.16 percent, just to give the slide rule one last lick!

There's one other factor we haven't stressed so far. The 1949 survey was taken in January, the 1952 survey in June. Business should have been better, customers' thinking bigger, so maybe that nickel increase is an exaggeration! # #

Two-bath method brings near elimination of wet cleaning

**COMBINATION WASHER-EXTRACTORS
PROVIDE FOR BOTH 43 TIMES AS MUCH
SOAP AND FOR SEPARATE RINSE
AT NO ADDITIONAL COST**

THE BENEFITS of the two-bath method of dry cleaning are obvious. It is simply a question of using much more soap, followed by an infinitely purer rinse.

The 3% solution of FORMULA 886 introduces 43 times more active ingredient to the washer-filter assembly than is introduced by the best filter soap in the old fresh-soap-to-each-batch method; and at least 4 times as much as introduced by the very best "charged system" with no separate rinse.

The active ingredient in a 3% solution of 886 is comparable to that of a concentrated soaking bath. Fabrics cleaned in it are virtually prespotted right in the washer.

But even the most liberal cleaning-room budget could not afford the use of 43 times as much soap, or the maintenance of such pure rinse solvent, if the fabrics were not extracted between soaping and rinsing. This extra step is necessary to the practical application of the two-bath method. After cleaning on filter circulation in the 3% solution of 886, the strong soap solution is extracted from the fabrics and salvaged for continuous use.

In thus providing for such a large recovery of strong soap solution, the soap cost per hundred pounds of fabrics is *actually less* than when only a fraction as much soap is used in the one-bath method. Of equal importance is the fact that the extraction between soaping and rinsing prevents excessive contamination of the rinse solvent, and the added purity of the solvent from which the fabrics are removed for drying contributes immensely to the success of the two-bath method.

THE COMBINATION WASHER-EXTRACTOR is a boon to the two-bath method because of its labor saving features. Three transfers of fabrics are required when using conventional petroleum equipment: (1) from strong soap washer to extractor; (2) then to rinse washer; (3) and then back to extractor. The combination washer-extractor reduces this handling from three transfers to none when the soaping and rinsing are conducted in the same machine, or to one transfer when the use of one combination machine is restricted to soaping and a second combination machine reserved for rinsing.

After having purchased new equipment, or after having converted old equipment for the practical adaptation of the two-bath method, protect your investment in time and money by resisting all temptation to use any soap or cleaning-aid other than FORMULA 886. Filter soaps and "concentrates" do not possess the degree of solubility or stability so necessary for maintaining the required concentration of active ingredient in the strong soap washer-filter assembly.

Other cleaning-aids more recently marketed in an attempt to emulate 886 fail to provide equal moisture control, and fail to impart as much conductivity to the solvent, both of which are so necessary for the unprecedented pass-ups and whiteness retention enjoyed with 886.

For detailed information on the two-bath method write for free copy of article titled "THE COMBINATION WASHER-EXTRACTOR," R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6.

Paid advertisement Copyright 1952, R. R. Street & Co., Inc., S886-25

The Stain That Wasn't There

by C. B. ANTONSON

STAINS THAT DID NOT SHOW when the garment was brought in for drycleaning are one of the main causes of customer complaints. In order to explain this difficulty satisfactorily, the drycleaner and his sales staff must themselves have a clear understanding of what has happened.

The customer may be quite sincere and justified in saying the stain was not there before the garment was drycleaned. In many cases the stain, although present, is not actually visible until it has been developed during the drycleaning process.

Caramelized sugar and tannin: Probably the most common stains developed during drycleaning are tannin stains and those recently classified by the National Institute of Cleaning and Dyeing as reducing sugars. Both of these types react almost identically, changing from invisibility to a color varying from tan to dark brown.

Stains in this category include fruit juices, coffee, tea, soft drinks such as root beer, Coca Cola, etc., tomatoes, beer and others. When these substances first contact a garment they are not very evident, and in many instances they do not appear to have stained the garment at all. Neither the customer nor the drycleaner is aware that these stains are present. Then when the garment is cleaned the heat necessary in such processes as deodorization and finishing is usually sufficient to develop these stains into their characteristic color.

Once the stain has become developed or set in this manner the spotter is unable to remove it. When the customer examines her garment she sees the stain for the first time, and blames the drycleaner with the classic statement, "The stain wasn't there when I sent this dress to be cleaned."

Oxidized oil: There are other stains that react in the same manner. One that is equally troublesome is known to the industry as an "oxidizing oil." This classification includes such oils as linseed oil, salad dressings, mayonnaise, French dressing, cooking oils. These oils tend to oxidize very readily, taking on a color ranging from a brown to a dark gray. Once they have become oxidized it is usually impossible to remove or even to lighten the stains in color.

Too often when a customer says she spilled some grease on a garment the drycleaner is quick to remark that grease comes out easily in the drycleaning solvent. Mineral oils and greases do readily come out in solvent. This type of oil or grease is no problem because it does not oxidize or oxidizes at a very slow rate. However, if what the customer calls "grease" is an oxidizing oil, the drycleaner is in for trouble when she gets back her garment with the stain even more pronounced than when she handed it over to him.

Color changes: Cold-wave solutions have been causing the drycleaner considerable grief in the past few years. This stain also is not evident to the customer unless it has been in the garment long enough to have become oxidized through normal exposure to the oxygen of the air. But heat appears to speed this action up considerably and very often this type of damage is noted only after cleaning. In this instance the "stain" is actually loss of color which can only be overcome by redyeing.

Chemicals such as acids and alkalis can often be the source of "the stain that wasn't there." Acids that do not evaporate completely from the fabric are a potential source of color loss that might be considered a stain. This occurs because acetate dyestuffs lose their color when exposed for any length of time to an acid condition. Thus anti-perspirants used under the arms very often cause a loss of color on some fabrics.

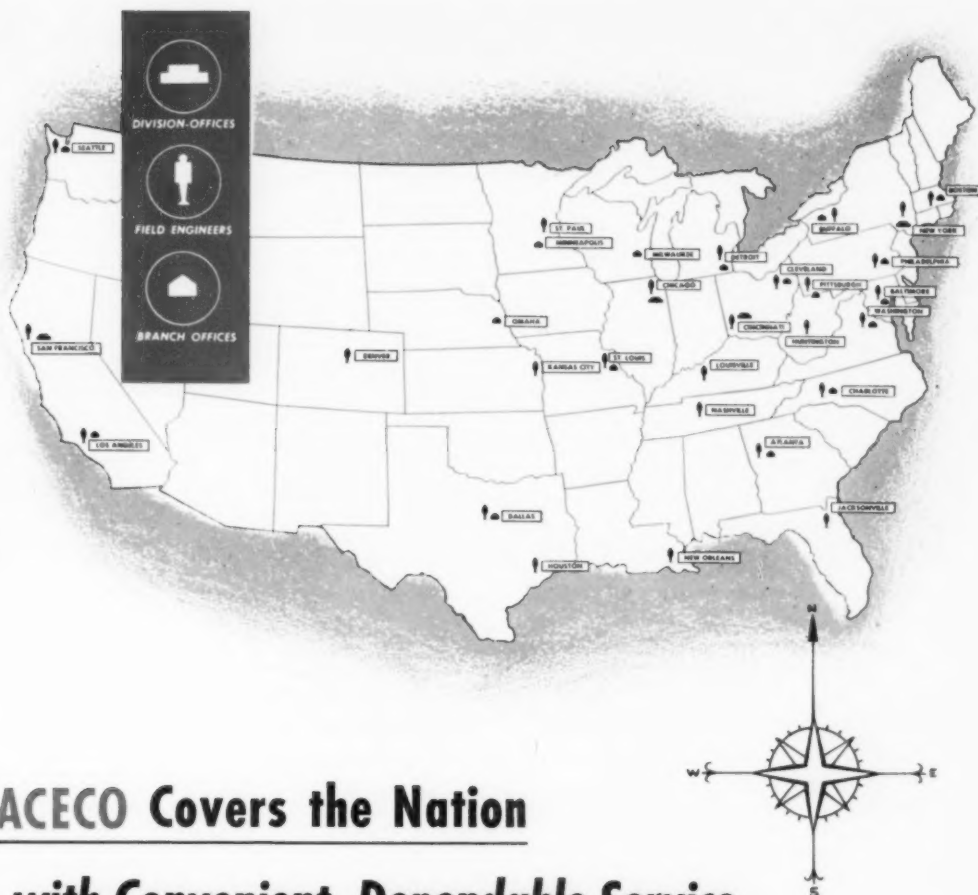
In some instances such acids may only cause a color change which can be overcome when the acid condition is neutralized with an alkali such as ammonia. In other cases such color changes cannot be overcome even by neutralizing the acid.

Alkalies, particularly the strong ones such as caustic soda, will also cause color damage that might be apparent only after cleaning. If the alkali has been in the garment for any length of time the color cannot be restored by neutralizing.

Bleaching agents of various types are another possible source of unseen stains. These generally result in a loss of color. If the action is fast enough, due to high concentration of the bleach, the customer may become immediately aware of such damage. On the other hand, if the bleach was in a more reduced strength it may take some time for the color to become affected. In fact, it may take just long enough for the garment to have been sent to the drycleaner.

What to do about it: The arguments that these cases create between drycleaner and customer are regrettable. It can readily be seen that the customer's insistence that "the stain wasn't there when I sent it to be cleaned" might very likely have been the case. Nevertheless, it hardly seems fair to place the blame for the development of these stains on the drycleaner, who was just as unaware of their presence before cleaning as was the customer. To my knowledge, no practical method has been developed by which the drycleaner can detect these hidden stains.

Perhaps friendly discussions with your customers about these stains before they happen can help alleviate the strain when they do occur. Any manner of publicizing these problems and educating the customer about them would be worth the effort. ■ ■



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Throughout the dry cleaning industry, The American Cleaners Equipment Co. has gained the reputation for dependable service . . . the "something extra" behind every machine bearing the ACECO trademark.



GADGET APPEAL for customers. Unit measures about 18 by 9 by 8 feet. Spotting, wetcleaning and finishing are done on standard equipment

Cleaning on a Hanger

Conveyor carries the garments through
cleaning, rinsing, extraction, drying

by J. H. REED

SINCE THE END of World War II rumors have been as thick as flying saucers about a drycleaning machine that permitted an unskilled operator or customer to hang a soiled garment at one end of it and remove it freshly cleaned from the other end. But to see one in operation has been considerably less easy than seeing a flying saucer!

In San Antonio, Texas, such a machine has finally been exposed to the public at Jet-O-Matic Systems cleaners. [This report is not an endorsement of the machine but an attempt to satisfy widespread curiosity about it.—THE EDITORS] The inventors of this particular unit are William Darnell and J. W. Sommers.

As presented, this machine is not meant to be customer-operated but competes with conventional-type cleaning machines. It is said to work with all types of solvents and detergents, and operates in conjunction with standard filters and stills. Stoddard solvent and a "strong soap" were being used at the time of interview.

How the Unit Works

Garments are hung singly on a conveyor passing along the front of the unit. They enter and exit from the machine through two sets of rubber rollers that are designed to prevent the escape of fumes. There are

similar "squeezing" devices between each chamber of the machine.

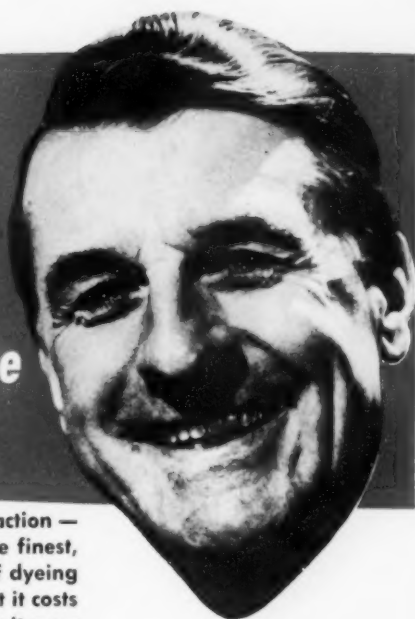
The unit has four chambers as now constructed. In the first a strong soap solution is forced through the garment under 90 pounds pressure. In the second chamber the garment is extracted (by squeezing, we understand), in the third chamber the garments are flushed with distilled solvent, and in the fourth they are extracted again and dried.

The complete cycle at present is 45 minutes, and is said to produce 60 to 65 garments per hour. (Mr. Darnell claims it can be stepped up to 100 items per hour, presumably by classifying the loads and running the silks faster.) All types of garments or drycleanable items can be cleaned in the machine. Much of the work is being prespotted before going into the machine, which is probably a major reason why customer use of the machine is being rejected.

[Quality of the work being produced by this machine is hard to define. Mr. Reed, our informant, as well as a number of San Antonio cleaners interviewed by long-distance phone, stated the quality of cleaning was "fair" to "satisfactory" to "good." Viewpoint may have varied with the speaker's own estimate of what constitutes good drycleaning.—THE EDITORS] # #

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36" OPEN-POCKET CYLINDER

for faster, better washing action

In the H-Jet IV, garments are cleaned more thoroughly because of the full-drop washing action. They are not cramped for space. Solvent has better chance at soil removal. Less time is needed for the washing cycle—with new high standards of cleanliness in the finished load.



700 R.P.M. EXTRACTION

for faster drying, greater solvent recovery

Nothing like it for speed in the synthetic cleaning field! So fast that drying cycle is reduced to fewer minutes. Garments are near-dry for the deodorizing cycle. You recover a higher percentage of solvent — there is virtually none left to lose in tumbling!



OPEN-END CYLINDER

balances itself!

Yes, the H-Jet IV incorporates a new Hoffman-patented exclusive — *self-balancing* of loads during the extraction cycle! Normal out-of-balance loads are automatically evened up. You don't have to proportion loads by weight. An amazing jet-fed stream of solvent fills the rib opposite the unbalanced load, keeps proper balance smoothly, imperceptibly with each 700 r.p.m. turn of the cylinder!

The
HOFFMAN



For fully automatic
drycleaning of 30-
pound loads with
perchloroethylene sol-
vent, with new low
cost per garment.



DRIES AND DEODORIZES

in new record time

With 700 r.p.m. extraction and open-pocket cylinder, you'd expect the H-Jet IV to turn out dry work in shorter time! AND HOW it does! What little solvent and moisture remain after extraction is rapidly dispelled by the unrestricted tumbling of garments in the roomy, better-circulated H-Jet IV cylinder.



CHECK THE JET

See how it obsoletes
even the newest old-
style synthetic units.

At last! The all-in-one, super-speed unit sought by the industry for 20 years! Pioneered and perfected by Hoffman after four years of intensive research. Before you jump to the purchase of ANY old-style unit, by all means check the H-Jet. Ask your Hoffman representative today.

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BUS DUCT fits together in standard sections

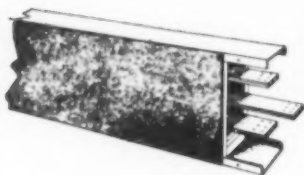


FIG. 1. BUS BARS carry plant load while snugly wrapped in steel duct. Outlets can be . . .

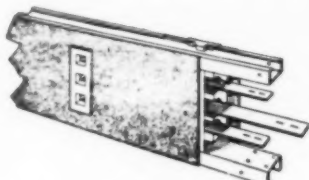


FIG. 2. . . . TAPPED EASILY through surface plug-in arrangement. This means . . .

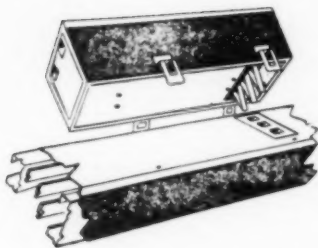


FIG. 3. . . . CIRCUIT BREAKERS, machines can be moved with minimum rewiring

Busways—Streamlined Electric Wiring

Flexible system of enclosed ducts for distributing current

by JOSEPH C. McCABE

ONE OF THE MOST IRKSOME shackles that all industry puts on—from the drycleaning plant up to the biggest steel mills—is electric wiring. You spend considerable time deciding how big the wiring output must be to carry the electrical load you want and just where is the best place to put your equipment.

Once you've made up your mind and the wiring goes in, you're married to the result. It costs too much to rip out conduit and run new wiring should you decide to realign plant layout. Unless you can see advantages in a change that mean many dollars to you, the original wiring setup stays in for years.

Every so often, though, a new development or a better machine comes along and you feel installing it is a must. The usual way of handling this new electrical load is to run an entirely new feeder circuit from your power-service panel and let the old wiring stand.

For the past 10 years or so, however, a new method of getting electricity from the incoming service panel through your plant has been developing. This method is known as busways or bus duct distribution (Fig. 4). These busways carry electrical plant load while snugly wrapped in neat, uniform steel duct (Fig. 1). Outlets can be tapped into existing duct easily (Fig. 2) and major new machines plus their circuit-breaker equipment relocated (Fig. 3).

Essentially, busways consist of a simplified arrangement of copper bars enclosed in a rigid steel housing. The lengths and the fittings are factory-engineered and standardized. The necessary elements may be easily selected (Fig. 5) to fit any electrical distribution system. Plug-in devices can be safely removed and relocated without even a momentary shutdown of the equipment energized by the duct.

There are four general types of busways: plug-in duct, short-run feeder, weatherproof and low-impedance duct. Each type has its own features which make it particularly adaptable to specific applications.

The weatherproof design is meant for outdoor runs in big plants where different buildings are tied together in the same electrical system. The short-run feeder does exactly what its name implies: serves as a cross-over from a main electric feeder to a branch circuit or a single large load. It's meant for husky electrical loads

(up to 4,000 amperes), has no openings, gives some short-circuit protection.

The low-impedance bus duct is designed for the big-plant class. It transports large amounts of electric energy over relatively long distances where voltage drop is a problem.

The plug-in duct (Figs. 1-4) meets most requirements of industry and you'll find it the most generally used. Its most common job is handling branch circuit runs, because it carries insulated receptacles every foot so that you can make up power take-offs at these spots. If you want to move a machine a few feet at a later date you can do it without rewiring.

You'll find the plug-in duct doubling in brass and acting as a short-run feeder for lower-current electrical loads. It is also frequently required where it is desirable to make several tap-offs from a feeder circuit. In short, this system of electrical distribution is so flexible there's almost no limit to its usefulness.

One word of caution: In those areas of the drycleaning plant where explosive or hazardous mixtures of volatile drycleaning materials are present, the typical busway is not permitted. If an electrical fitting, motor, or similar device has to be explosion-proof the electrical

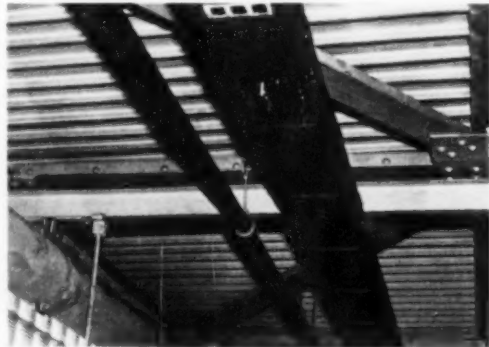
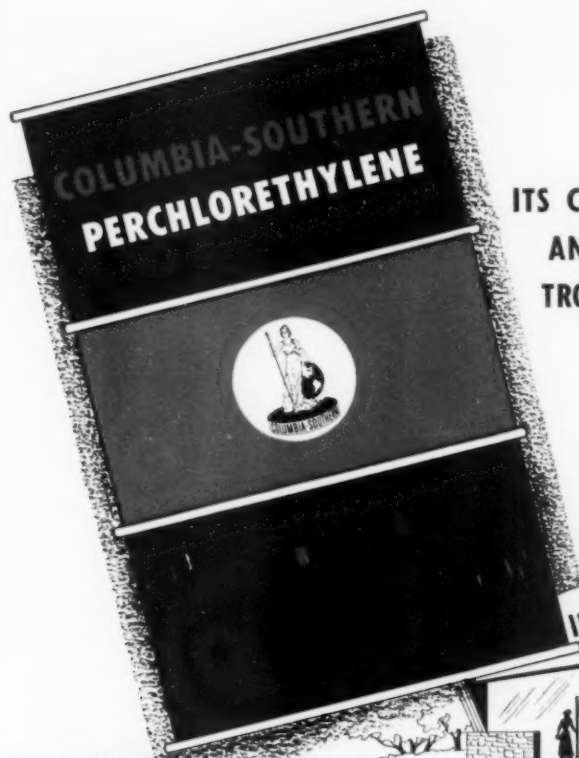
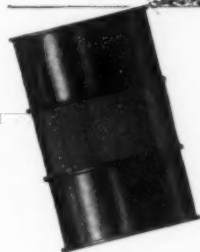


FIG. 4. PLUG-IN duct busway hung from ceiling, runs length of plant



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Fig. 5. Eleven Basic Fittings

ELBOWS are used to make right-angle turns. There are four types: forward, rearward, upward, downward.

TEES are used where a tap-off is required to obtain an additional run of duct in another direction. Four tees are available: forward, rearward, up and down.

CROSSES are used where more than one tap-off is required at the same location in the main duct run. Since the duct can be installed in only two positions, there are only two crosses.

OFFSET is used to avoid interference with pipes or structural members. There are four types: right rearward or left forward, right downward or left upward, right forward or left rearward, right upward or left downward.

UNFUSED REDUCER ADAPTER is used wherever it is desirable to reduce the capacity of the duct without using an overcurrent protective device.

EXPANSION JOINT is used to compensate for the difference between the coefficient of expansion for steel and copper. It is good practice to install an expansion joint in the middle of any run of 100 feet or more.

END CLOSER is used to close the end of the duct run. It is a simple device which closes the end of the duct and provides a place to secure the bus bars. There are two types: right and left.

CABLE TAP BOXES are used where the duct is fed by cable, or where equipment fed by the bus is fed by cable of a size that does not require overcurrent protection. The cable tap boxes may be mounted at the ends or at any intermediate point. They are divided into two general classifications which indicate this alternate: "end" cable tap box, or "center" cable tap box. The end cable tap boxes are available for either right or left end. The center cable tap boxes are available for either front or rear.

ADAPTER CUBICLES are required when a reduction in bus capacity is made where the smaller bus has a capacity of less than one third of the rating of the overcurrent protective device next back on the line, or where the reduced run is more than 50 feet. Each cubicle contains either a circuit breaker or fused type of overcurrent and disconnect device. The line side of the cubicle is connected to the large section of duct, and the load side to the reduced section. In addition to supplying overcurrent protection to the smaller duct, it offers a convenient method of disconnecting or isolating that section of the duct run.

FLANGED END is used to connect the duct to the switchboard, panelboard, current transformer cabinet, or pull-box. There are two types for right or left end.

TRANSFORMER TAP shown is, as the name implies, used for connecting the bus to the transformer bank.

supply to it must be equally safeguarded. Often you'll find starters, switches, etc., in special vented vaults with explosion-proof or concrete-embedded conduit feeding the electrical equipment.

Plug-in busways come in standard 10-foot sections although you can get special lengths to meet special requirements. The standard sections can be easily taken apart or fitted together. Also, this product is readily salvageable if you ever want to get rid of it, for example by going to a larger size.

Normal ratings for the plug-in busway start at about 225 amperes and go up to 1,500 for single phase; three-phase; three-phase, four-wire a.c. systems, and two- and three-wire d.c. systems operating from 600 volts or less.

The available choices for different plug-in elements (Fig. 5) make it possible to run this duct anywhere you

want. The usual procedure is to hang the duct from the ceiling (Fig. 4) and then run it right down the length of the plant. There's every imaginable device to permit you to get around obstructions, or serve a particular electrical load. # #

DESCRIPTION	FUNCTIONALITY	STRUCTURAL UNIT
ELBOW	Right angle bends	
TEE	T intersections	
CROSS	X intersections	
OFFSET	Offset bends	
UNFUSED REDUCER ADAPTER	Current reduction for extended runs	
EXPANSION JOINT	To permit expansion of housing and busbars	
END CLOSER	To close end of duct run	
CENTER CABLE TAP BOX	To provide cable tap for entire circuit or to act as cable entrance into the run of duct	
END CABLE TAP BOX	To provide cable tap for entire circuit, or to act as cable entrance into the run of duct	
ADAPTER CUBICLE	Disconnect for runs of duct and for protection of duct intersections	Circuit breaker cubicle Fused switch cubicle
FLANGED END WITH BUS EXTENSION	For connecting to switchboard, panel board, transformers, etc.	
TRANSFORMER TAP WITH BUS EXTENSION	For connection to transformers	

CHECK ✓

and

DOUBLE CHECK ✓✓

What are you looking for in a dryer? If the answer is safe, dependable and economical operation—then check and *double check* HUEBSCH. Find out why America's leading dry cleaners and laundries have purchased more than 80,000 Huebsch Tumblers. Your Huebsch representative will gladly give you details—or you can write directly to us!



HUEBSCH OPEN-END TUMBLERS

*Dependable ✓✓
Fast drying ✓✓
Easy to operate ✓✓
Low first cost ✓✓
Low maintenance ✓✓
80,000 in use ✓✓*

Steam Heated Tumbler shown is available in either laundry or dry-cleaning models. Also available with gas-heating unit for laundry use only.

FOUR SIZES: 36" x 18", 36" x 24", 36" x 30", 42" x 42"

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INVENTOR AND WORLD'S LARGEST MANUFACTURER OF
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Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper
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REALLY

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SOAP THAT'S

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SYSTEM" SOAP

REALLY GETS PASSES GALORE
REALLY LESSENS WETCLEANS
REALLY CUTS SPOTTING
NO TROUBLE IN MIXING
NO PRESSURE PROBLEMS
BETTER CLEANING
FOR ALL SYSTEMS
COMPLETE SOAP
FOR ALL USES



**THERE'S A CALED
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CLEANING NEED**

DRYCLEANING SOAPS

CAL-SOAP

The Dual Action
Drycleaning Soap

WOOLZ

Drycleaning Soap
for Woolens

PACE

Chlorinated
Drycleaning Soap

W-L

For Any Run, Any
Load, Any System

Econo-Cal Concentrate

Concentrated Soap for All Systems

BRUSH-OUT

Wheel and Hand
Brushing Soap

Z-P

Silk Soap for
Chlorinated Systems

630

A Finely Balanced
Paste Soap

Cal'd L-S

Liquid Leather
Drycleaning Soap

WETCLEANING SOAPS

KLENEASE

All Purpose
Wetcleaning Soap

722

For Rugs, Blankets,
Curtains, Palm
Beaches

ZUDS

Liquid Wetcleaning
Blend

CAL-TEX

for Whiter
Wash Suits

RUG SHAMPOO

For "On the Floor" Cleaning

SPOTTERS

R-X

For Wet or
Dry Spotting

PRE-SPOTTER

Versatile Stubborn
Stain Spotter

S-R

Tannin
Remover

PLEZURE

Concentrated
Wet Spotter

P-R

Volatile Paint
Remover

CINCH

Removes Wet
& Dry Soil

I-R

Removes Ink
Stains

CAL-STRIP

A Fabric Color
Stripper

STEEM

Neutral Lubricant for Steam Spotting

SPECIALTIES

DYE PADS

for Spot Dyeing

VEL ODOR

Neutralizes Odors

CAL-SIZE

Liquid Sizing

SHOO

Odor Destroyer

KREX

for "Solvent Hands"

DRY-CAL SIZE

Solvent-Soluble
Sizing

CAL SIZE

POWDER

For Immersion or
Spray Gun Use

RESISTI-CAL

Solvent-Soluble
Weather Proofer

LEATHER PRODUCTS

SPRAY DREST

Spray finish for
Suedes & Leather

DREST

Paste-Type
Leather Finish

ASSOCIATION NOTES

Wisconsin Membership Contest: A "Salesman of the Year" contest, designed to bring in new members, has been announced by the Wisconsin Dry Cleaners Association. The contest, which will run from September 1 to December 1, is open to all allied tradesmen operating in the Wisconsin territory. The association has been pledged the support of the LCATA, it is announced by Egon W. Peck, secretary of the Wisconsin group.

At the Wisconsin convention which will be held in Milwaukee on December 7, the "Salesman of the Year" will be announced and given suitable recognition.

##

Louisiana License Fees Cut: As a result of association activity, the Louisiana State Legislature at its recent session corrected an inequity in the General License Law of the state. Under the previous law, the rates for occupational license of cleaning, dyeing and pressing businesses and laundries were two to three times those charged other service industries and retail stores doing the same volume. The new law, according to Don Weil, president of the Louisiana Laundry & Cleaners Association, will save practically every cleaning plant and laundry owner in the state at least half of his former license fee.

Mr. Weil gives credit for this happy outcome to the association under the leadership of its previous president, Mrs. H. Sudwischer of Crowley.

##

Connecticut Outing: The Connecticut State Association Cleaners and Dyers has announced its eighth annual family outing, to be held September 7 at Ye Castle Inn at Saybrook. It will be strictly for fun, with sports and games instead of speeches.

Arrangements have been made by a committee composed of Jerome Epstein, president of the association; Bernard Glasner, executive secretary; Francis E. Jacopian, chairman; Maurice Rottner, Charles Fay, Samuel Greenblatt, and Sidney Goldblatt, the last in charge of athletic activities and prizes.

N.I.C.D. NEWS

Courses Under New GI Bill: Under Public Law 550, recently passed by Congress, veterans of Korean and other service since June 27, 1950, are eligible for educational help from the Veterans Administration. The provisions, which are summarized on page 18, are different from those of the original GI bill.

The NICD general course and the NICD management courses have been approved for veterans by the State Board of Education of Maryland. The Institute also has a contract with the Veterans Administration, which has been renewed annually since 1945.

Veterans who are interested in either course should

Pennsylvanians Treat Orphans: The Western Pennsylvania Retail Dry Cleaners' Association recently treated 30 children from the St. Paul Orphanage to a double-header between the Pirates and the Braves, played at



THREE YOUNG GUESTS of Western Pennsylvania cleaners meet Calvin Hague, new Pirate pitcher. The girl is Rosetta Sapientz, daughter of the association director and publicity chairman S. Thomas Sapientz.

Pittsburgh. Taking them out to the ball game not only gave pleasure to the boys, but it resulted in unsolicited newspaper and radio publicity. Much goodwill was created for the members of the association and drycleaners of the area in general.

##

Illinois Announces Clinic: The Illinois State Cleaners and Dyers Association has announced that its 5th District Clinic will be held on September 21 at the Millikan Cleaners plant in Danville. The clinic will include demonstrations in silk spotting and in finishing, also an exhibit of serviceable and unserviceable fabrics by Oscar Howard of the NICD. There is no fee for the clinic, to which all plantowners and key employees are invited.

##

write to the Registrar of Educational Courses, NICD, Silver Spring, Md., who will keep them informed of how to go about applying for benefits under the new bill.

The next general course at NICD will begin January 5, 1953, and will close on March 27.

##

New Short Spotting Courses: The California Drycleaners Association has announced a new short course, with NICD co-sponsorship, which has been arranged

Roger's Cleaners
COMPLETE CLEANING SERVICE

Phone 4-2807
560 E STREET
San Bernardino, California

November 30th, 1951

Paul C. Sink Company, Inc.
6801 South Main Street
Los Angeles 3, Calif.

Dear Sirs:

We installed an air-operated AJAX Dry Cleaning Press the first of September, to solve the problem of getting more volume without making changes in our production line, and with our limited boiler capacity.

The most accurate way we have to evaluate the results is by the pay records, which are on an incentive basis. The operator using this new press has not failed to make a bonus during the past eight months.

We have now had the press in operation for three months, or thirteen weekly pay periods. Her earnings and, therefore, the PRODUCTION DURING THIS PERIOD SHOWS AN INCREASE OF 24.7% over the previous three months period. This would cover the initial period of becoming familiar with the new equipment.

The month of November shows an increase over the last similar pay period, covering the manual operated equipment of 38.5%. At our price of \$1.10 per garment, this would produce \$972.00 additional retail volume.

The girl operator only weighs 106 lbs., and she is pressing men's and ladies suit coats and sport shirts. She has a steam air finishing machine for men's coats only.

Needless to say, both the operator and we are extremely satisfied with these results and anticipate converting the rest of our finishing equipment.

Yours very truly,

ROGER'S CLEANERS

Roger J. Wiegman
Roger J. Wiegman

PJW/ed.

It will pay YOU to investigate the profit-proven advantages of AJAX dry cleaning presses.

Check these exclusive AJAX features:

- ALL-STEEL CONSTRUCTION
- COMPACT DESIGN
- FIVE BUCK STYLES
- AIR OPERATION BY HAND PUSH BUTTONS OR BY FOOT PEDAL
- CLAMP MOUNTED, DETACHABLE VALVES



WESTERN LAUNDRY PRESS CO.

609 South Fifth West — Salt Lake City 4, Utah

Manufacturers of AJAX Presses since 1929

AJAX

PRESSES

Literally Pay for Themselves!

SAME OPERATOR TURNS OUT 25% MORE WORK

Lucile F. Lugo, left, operator of the new air-powered AJAX dry cleaning press for Roger's Cleaners, San Bernardino, California, increased her earnings and boosted plant volume 25% after manually-operated press was replaced. (See letter from her boss, Roger J. Wiegman, at left).



AIR DOES THE WORK

Operators agree: New air-operated AJAX dry cleaning presses are faster, smoother, easier to operate . . . give finer finishing with less fatigue.

Write for FREE Folder

because of the response to last year's three-day spotting short course. The new short course will not be a repetition but a continuation. It will include discussion of the charged system and strong soap system for both petroleum and synthetic plants, new methods of handling caramelized sugar, and other new material.

The course will be given twice, at Los Angeles on October 3, 4 and 5, and at Oakland the weekend of October 10-12.

The Michigan Drycleaners Association is also sponsoring a short course, to be held at Grand Rapids October 25, 26 and 27, with the NICD furnishing the instruction.

Each course consists of 3 days of 8 hours each, and includes lectures on spotting, wetcleaning and drycleaning, plus a session of actual spotting practice.

#

New NICD Publications: Technical bulletins published by NICD in July include T-285 on Orlon-and-wool garments advertised as permanently pleated. The bulletin describes results of a study made of these garments, both by having them worn by members of the staff and by subjecting them to drycleaning and wetcleaning.

Bulletin T-286 concerns redeposition of soil that can occur when cleaning with a charged system. It compares graying on three types of cleaning cycle, and gives data to show which cycle gave the best whiteness retention.

The management engineering department published in July a "Marked Garment" bulletin which explains one method of rapidly training an employee.

#



GRADUATES of 22nd management class, left to right, bottom row: Francis B. Franklin, Richard F. Leishner, Orlando Bendana, Sr., Kent Arrington, Sarkis Balukjian, Roy F. Maples. Second row: James A. McCain, Roy Hoe, Jr., Samuel Mantiply, D. M. Caldwell, Marvin Robinson, Claude Lajoie. Top row: Instructors Charles W. Brown, Richard W. Shanbarker, and Robert E. Cowie, director management engineering department

Signs of the Times

(Continued from page 18)

Aids for Small Business: Recent Management Aids for Small Business, published by the Small Defense Plants Administration, include No. 3, Reducing Accident Costs in Small Industrial Plants, which gives advice on recognizing hazards and selling safety to employees. No. 5 takes up Reducing Accident Costs Through Safe Working Conditions. These are the first two of a projected series of six aids on plant safety. Management Aid No. 4, Business Insurance, is the first in a planned series of four.

The agency has also recently published No. 3 of its Technical Aids for Small Business, on Care and Maintenance of Belt, Chain and Gear Drives.

Copies of any of these aids may be obtained free from field offices of either the Small Defense Plants Administration or the U. S. Department of Commerce.

#

New Arkansas Minimum: The Arkansas Legislature has passed a law setting a statewide minimum wage of 75 cents, with a provision that industry wage boards (including drycleaning and laundry) may set lower rates. These may not, however, be less than 65 cents an hour. The law also provides that any rate set by a wage order at under 65 cents will automatically advance to that figure on July 1, 1953.

#

Public Service by Drycleaners: At Norris City, Illinois, members of Indian Creek Post 109 of the American Legion have chosen Vaughn Hill, a partner in Hill's Cleaners, first vice commander for the coming year.

Julius L. Kuffler of I. Wohl, Inc., Long Island City, N. Y., has accepted the chairmanship of the Cleaners and Dyers Division of the United Jewish Appeal, which

supports agencies engaged in rescue, resettlement and other welfare programs throughout the world. Mr. Kuffler has headed the industry division since it was initiated.

Harold's Cleaners of Mattoon, Illinois, recently played host to a visiting 4-H Club group.

#

Liberalized Zoning: Under an amendment to the drycleaning licensing by-law of London, Ontario, Canada, use of nonflammable solvents will now be permitted in premises containing living quarters. Cleaning establishments are still allowed to operate only in industrial areas. Licenses will not be issued until the premises have been inspected to make sure of proper provisions for ventilation.

#

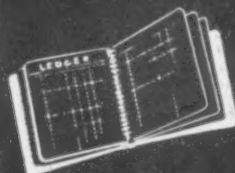
Cleaner's Float a Winner: The float entered by Mundelein (Illinois) Cleaners in the Mundelein Days parade held on July 4 received the first award in the businessmen's division, and won third place in the entire contest.

#

Okmulgee Tuition Reduced: The School of Technical Training, Oklahoma A & M College, Okmulgee, Oklahoma, has announced a reduction in tuition costs starting this fall, in an effort to train more men and women to fill current job demands. For regular-length courses tuition will be reduced from \$250 to \$125 a semester, plus board and room and other expenses. Students will now pay extra for laboratory fees.

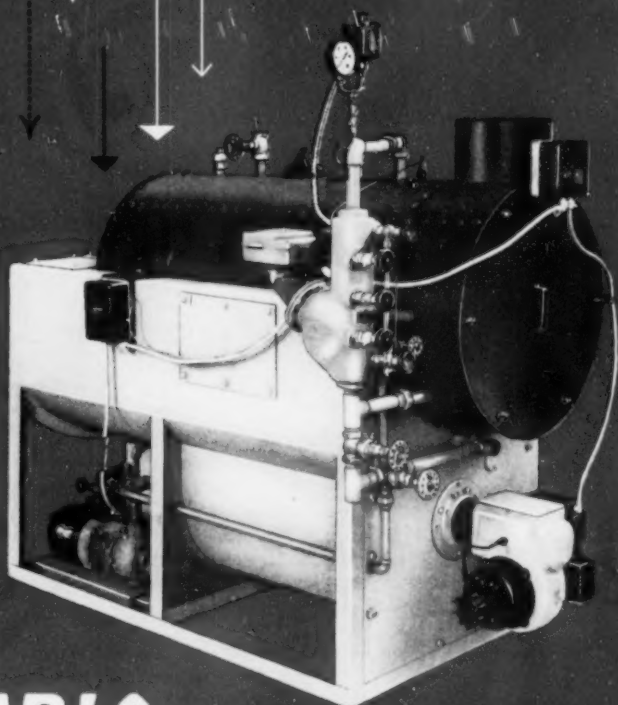
The school gives a general course in all phases of drycleaning, as well as an 8-week short course.

for fall, turn over a
new leaf...



A new season
... and no better time
than now to turn over a
new leaf. As soon as you can,
start getting more for
your money by switching to a
Columbia HRT* Oil-Fired Boiler.
Because a Columbia has a
greater heating surface
than most boilers of the same
rating, it positively delivers
more steam per dollar
invested, more steam per
dollar spent for fuel.
And it's DRYER steam, too.
Start autumn right
... cut your operating costs
by getting the facts on a
new Columbia boiler!

with a greater
heating surface
COLUMBIA HRT*
oil-fired boiler



*Horizontal return tubular type

COLUMBIA
boiler company

Manufacturers of Columbia Oil Services
Main Office and Plant, POTTSTOWN, PA.

Complete high pressure
steam power plants
from fractional to 25
horse power units for oil
firing, suitable for any make
of gas-type oil burner
... adaptable to
any type of feedwater system.

"This is No
Baby Talk!"



because



is new, different and useful,
the U. S. Patent Office on
August 12, 1952 has issued
to the STA•NU CORPORATION
PATENT No. 2,606,377

This patent covers the process and apparatus for the diffusion of a liquid lubricant into steam whereby the lubricant is carried with the steam during the pressing operation into the garment for deposition onto the fibers. If you know patents from Pabulum, you'll have to admit that STA•NU is in a class by itself.

STA•NU is the amazing, new fabric-finishing process that actually **HOMOGENIZES** life-giving textile oils back into deterged fabrics. Makes them look sparkling new again. Gives all fabrics a rich, cashmere-smooth feel. *And* revolutionary STA•NU gives garments greater resistance to wrinkling and soiling. STA•NU franchises given to only one drycleaner in each territory.

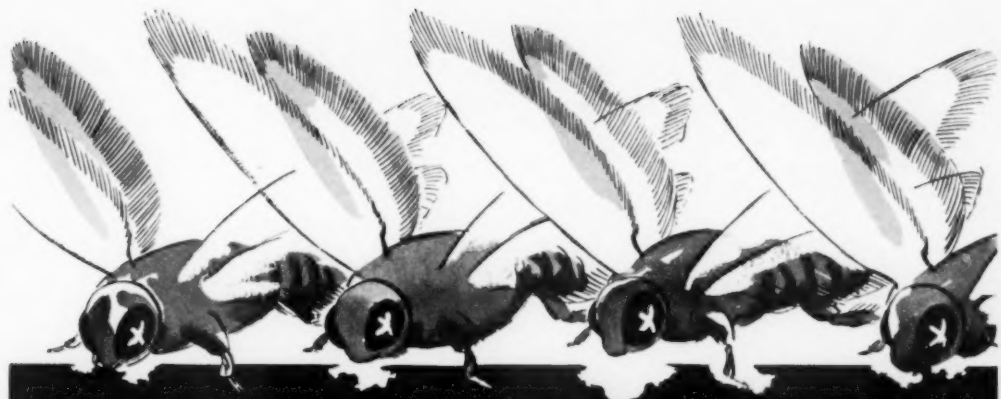
*The STA•NU name
and patent is your guarantee
for increased sales volume.*

FOR FURTHER DETAILS WRITE:



Sta•Nu Corporation

110 So. Dearborn Street • Chicago, Ill.



MOTHS *still at work!*

Yes, indeed, those busy little pests can't read calendars! They're working away 24 hours a day, 365 days a year chewing up millions of dollars of garments and woolens in your customers' clothes closets! You will be performing a great service for your customers, and you will be increasing your "out of season business" by getting their garments out of their closets and into your cleaning plant to be cleaned, demothed, sealed and returned in Moth Seal storage bags—or stored in your vault for safe protection against damage, soil and fading. There is one and only one Moth Seal storage bag—and it is three ways better: Beautiful appearance; patented fadeproof Windo (the only Windo used in storage bags that excludes light and prevents fading); and double sealed for extra protection. No other storage bag offers Moth Seal's unique features.

Two Styles... Standard Cedar Grain without Windo... **and** DeLuxe Windo style!

Write for free samples!

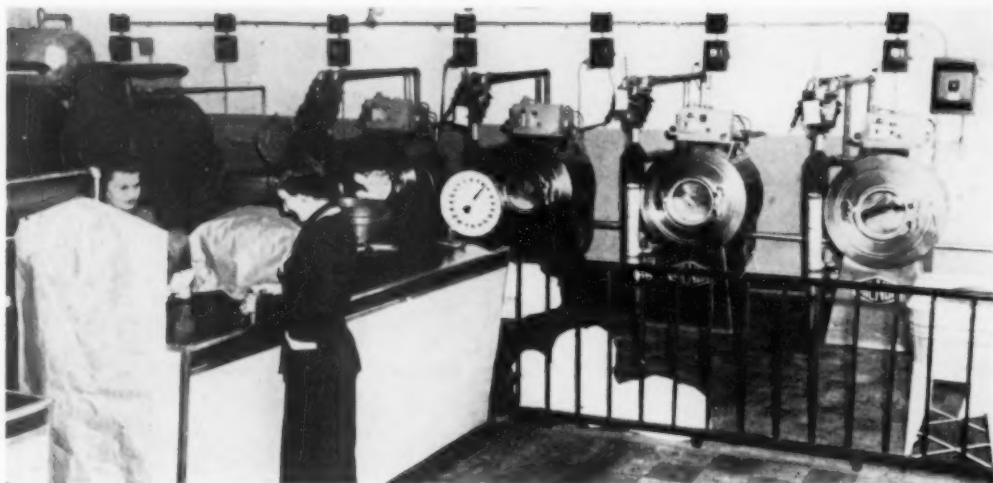
Lincoln Bag Company, Inc.
Para-Lux Products Company

4300 WEST SCHUBERT AVENUE • CHICAGO 38



◀ *Here's the remedy* ▶





IN OPEN VIEW of customers is wash department at branch store of White Star Cleaners in Baton Rouge. Note scale at right end of counter. The counter girl weighs and prices in customer's presence

Washing Service Erases Red Ink

Installation in drycleaner's branch store brings profits and builds cleaning volume

THE ADDITION OF A WASHING SERVICE was the only major change made when White Star Cleaners reopened a branch store, previously closed because it was running in the red. Operating at the same location, in a small shopping center in a residential section of Baton Rouge, Louisiana, the store is now showing a profit not only on the new service but in drycleaning volume, as well.

In the reopened store White Star installed four laundry-type washers of 25-pound capacity, two tum-



REMINDER BOARD hung at each washer explained by John Raubique, who supervises branch store and main plant. After each cycle of formula, operator moves peg down one hole; reminder is simple but effective, soon becomes automatic. Load ticket fastened to washer with clothespin



SIGNS EMPHASIZING PRICES are posted at main plant and store. Owner J. J. Raubique at left

**CAN
YOU
REALLY
AFFORD**



**THROWING
MONEY "OUT THE
WINDOW"**

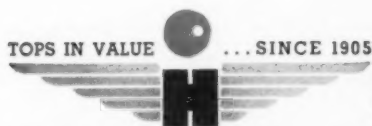
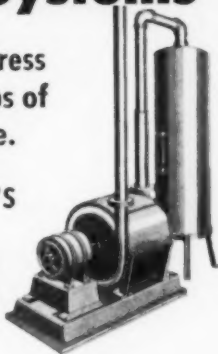
*Your savings on steam
will more than pay for
the Faster Drying and
Better Pressing modern
plants enjoy with new, improved*



HOFFMAN Air Vacuum Systems

Steam costs money to make — why waste it on drying, when air vacuum does the job better at lower cost? A Hoffman Air Vacuum System gives you instant drying of each lay faster, increases press output. Creases are sharper and pressing is firmer throughout the garment... customers like the new higher quality of your work. You conserve steam for other equipment and save substantially on your fuel bills. Get the facts from your Hoffman representative.

**Sizes for 1 Press
up to Groups of
200 or more.
Backed by
HOFFMAN'S
Pioneer
Experience
in Pressing
Machines**



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

blers and a 20-inch extractor. With other minor equipment, including a scale, the cost was between \$7,000 and \$8,000.

The first week the store was open, fluff-dry laundry volume was \$25, drycleaning and shirts \$35. By the end of the second month drycleaning volume had mounted to \$225, shirts to \$75, and the washing service \$125. At the end of eight months total volume was \$670, with drycleaning averaging \$300, shirts \$125 and washing \$245 per week. The bulk of the washing, over 90 percent, was fluff dry.

On the washing service alone, weekly costs are: taxes and insurance, \$16.10; radio spots, \$10; rent, \$35; salaries, \$66.50; supplies, \$8.00; utilities, \$14.00, making a total of \$149.60 per week.

All of the washing is handled by one woman. A store manager serves at the counter, marks in and prices. She also helps with folding and wrapping.

Advertising consists of radio spots plugging the advantage of cash-and-carry, especially the easier parking. The building in which the White Star store is located has a 40-foot front for diagonal parking with an additional 60 feet for open curb parking. The commercials also explain the washing service and give prices, which are 5 cents a pound for washing only, 7 cents a pound fluff-dry. The 5-cent wash is advertised to meet the home-washer-type self-service competition; however, less than 5 percent of the volume falls into this class.

To get repeat business on the washing service, Mr.

Roubique says, you must turn out a job that the customer can recognize as superior to the work done at a home-washer-type launderette. To produce better quality fluff-dry, he worked six weeks to develop a washing formula, a special problem in Baton Rouge where the water is very soft. The formula follows:

- A 3-minute break (metasilicate) at 120°
- A 2-minute suds (built soap) at 140°
- A 5-minute suds and bleach at 160°
- Three 2-minute rinses at 140°
- A 5-minute sour and blue at 90° to 100°

Fast colors are washed with the load. Socks and fugitive colors are held out, pinned and netted, and run later as one load. Out of three or four regular loads there are enough socks and fugitive colors for a load. Using this method there were no claims for losses in a year.

According to Mr. Roubique's analysis, in his section the success of the washing service is due to the addition of some activity on the premises. A branch without some activity is likely to mean a loss, as it did for White Star at the identical location.

Now, however, the combination drycleaning branch store and washing service brings in drycleaning and shirt volume, too. The firm is now aiming for and hopes to reach a \$1,200 weekly volume, which will entail adding two more girls for washing and a counter helper.

Strictly a drycleaning business, it took White Star a long time, Mr. Roubique says, to get to the point of adding the washing service. But once it had demonstrated both its own profitability and its advantage as a feeder for the main drycleaning plant, he planned to add a second store with this service. # #



PRE-MARKED STRIP-TAGS PROVEN FOOL-PROOF

10 BRIGHT COLORS

numbers
1 to 30 in
each color.
300 color
number
combinations

\$3³⁰
BOX
(white)

\$3⁵⁰
BOX
(colored)

1,000 strips
per box; each
box numbered
from 001-1,000

**Use both Tags
together!**

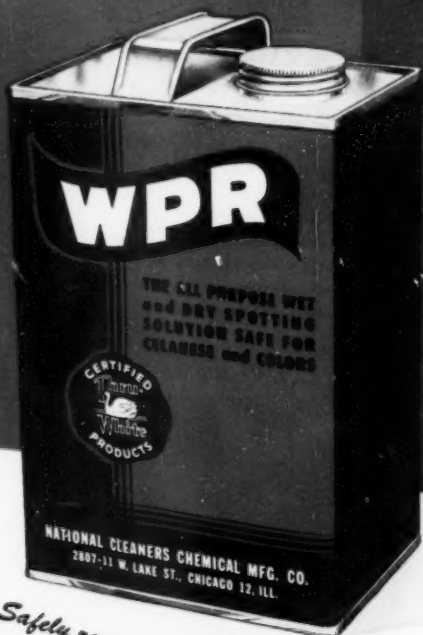
They instantly revolutionize marking methods . . . Save 50% in marking and assembly time . . . Eliminate transposed numbers and loss claims . . . Clear bold numbers . . . No eye strain . . . Ink damage impossible — throw away your ink! . . . Just tear 'em off, staple on!

Ask your distributor or write
PRE-MARKED STRIP TAG CO.
1222 IRVING ST., P. O. BOX 1438
SAN DIEGO, CALIFORNIA

Also the NEW 20-SPECIAL INSTRUCTION TAGS!
in 6 bright colors!
— a color for each department
Let **TOKEN TAGS** show you how to do it right the 1st time.

WPR

THE 1 SPOT REMOVER
THAT DOES THE
WORK OF 5



Safely removes
LIPSTICK PAINT and GREASE NAIL POLISH
SWEET SPOTS GRASS STAINS

DO LIPSTICK LOADS HAUNT YOU?

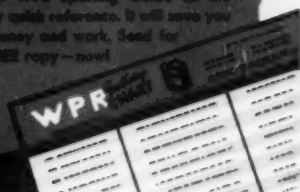


They needn't! There's a scientific way to treat lipstick loads—quickly! Write today for FREE copy of "The Case of the Lipstick Nightmare!"

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 West Lake Street • Chicago 12, Illinois

Just Out! **HANDY WPR
SPOTTING GUIDE WALL CHART**
Yours for the asking!

Tells how to recognize different types of stains and how to remove them. Post this new WPR Spotting Guide on the wall for quick reference. It will save you time, money and work. Send for your FREE copy—now!



A NEW PAGE IN PROFITABLE DRY CLEANING

ON THE MARKET FOR LESS THAN ONE YEAR!

16 of the Nation's Top Cleaners
have selected the

"100" WASHEX COMBINATION
WASHER-EXTRACTOR

ELITE CLEANERS, Sandusky, Ohio
A. C. DEMAREE, Indianapolis, Ind.
CANTON LAUNDRY, Canton, Ohio
HAZEL PARK CLEANERS, St. Paul, Minn.
PEERLESS CLEANERS, Jonesville, Wis.
WHITTIER CLEANERS, Grasse Pointe, Mich.
STANDARD OVERALL, Cincinnati, Ohio
BROADWAY CLEANERS, Muncie, Ind.

LA GRANGE CLEANERS & DYERS, La Grange, Ill.
MORGENTHAU'S CLEANERS, St. Louis, Mo.
VIRGINIA CLEANING WORKS, Norfolk, Va.
FANCY CLEANERS, Long Beach, Calif.
ELKHART CLEANERS, Elkhart, Ind.
CRAMERS MASTER CLEANERS, Elgin, Ill.
MONARCH ETHA CLEANERS, Hartford, Conn.
BATISTON CLEANERS, Hartford, Conn.

AND CANADA, TOO!

EVER READY CLEANERS, Toronto, Canada

The outstanding performance of the "100" WASHEX — COMBINATION WASHER-EXTRACTOR, has made it the No. 1 choice of profit-minded dry cleaners everywhere!

The "100" WASHEX — COMBINATION WASHER-EXTRACTOR "takes the load off your hands" and gives you more profit per garment.

Not test runs, but actual plant performance figures prove that the "100" WASHEX:

1. Saves labor in excess of 50%.
2. Saves solvent; less spillage and evaporation; decreases fire hazards.
3. Eliminates handling soaked garments.
4. Saves valuable floor space.
5. Clears cleaning room of unnecessary obstacles.

Investigate the "100" WASHEX today. See for yourself how the COMBINATION WASHER-EXTRACTOR way can stop the "Dollar Eaters" in your plant.

SEE US AT

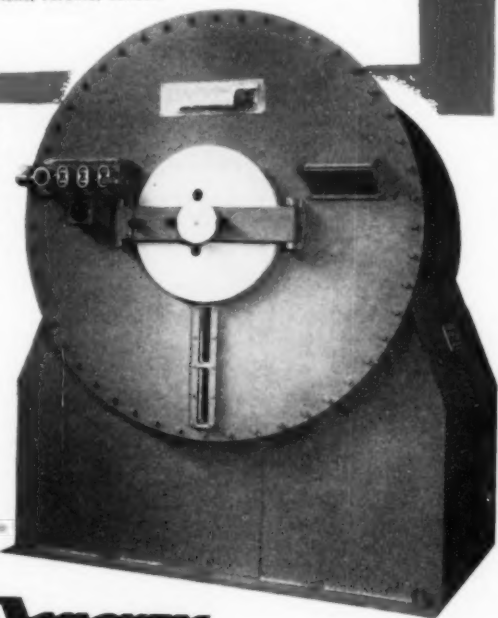
Atlantic City

A. I. L. CONVENTION
OCTOBER 2-5
BOOTHs No. 852-854

Write for complete
information
and literature

WASHEX
COMBINATION WASHER-EXTRACTOR
TRADEMARK

FABRIC LAUNDRY & DRY CLEANING MACHINERY CORP.
192 Benker St., Brooklyn 22, N. Y.



Profits for You..

the MULTI-CLEAN® way



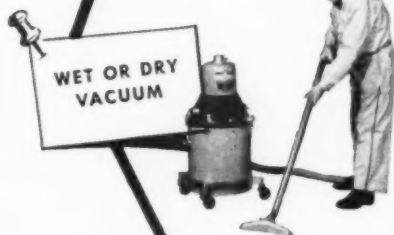
**Thousands of Rugs and Carpets
NEED Cleaning...**

Let Us Show You How

YOU can get into this Profitable Business
in 1952. Only 10% of rugs and carpets in homes and business places ever are cleaned commercially. That leaves a big field for the established dry cleaner.



**RUG
SCRUBBER**



**WET OR DRY
VACUUM**



**PLANT TYPE
RUG
SCRUBBER**

MULTI-CLEAN

PRODUCTS, INC.

2277
FORD PARKWAY

ST. PAUL 1,
MINNESOTA

RUG AND FLOOR MACHINES

CUSTOM CLEANING CHEMICALS • INDUSTRIAL VACUUMS • PERMANENT FLOOR FINISHES

The MULTI-CLEAN Sales Aid Plan

will help you sell this additional service to your present customers, bring in new customers, and get repeat business.

Superior MULTI-CLEAN Equipment and Supplies

will do the kind of work that will satisfy your customers and make money for you. We will show your men how easily the MULTI-CLEAN Method—the proper combination of equipment, supplies and know-how—does the job quickly and efficiently. Only one set of equipment is necessary to do both on location or in the plant cleaning.

MULTI-CLEAN Rug Scrubbers and Wet or Dry Vacuums

are made in sizes to fit your particular needs. The on location and plant type scrubbers have bronze castings at all points of strain, heavy duty switches and sealed ball bearing gear reduction units. The powerful wet or dry vacuum motor is sealed against dust, dirt and water, and cooled by an independent built-in air circulating system.

MULTI-CLEAN products are sold and serviced throughout the United States and in Canada.

Send Coupon Today!

MULTI-CLEAN PRODUCTS, INC. Dept. NC-9
2277 Ford Parkway • St. Paul 1, Minn.

Gentlemen: Please send me more information about the MULTI-CLEAN Method and SALES AID Plan.

Name

Address

City Zone State

	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A
V Stern 1504 So 13 E	✓	✓	✓	✓	✓											
C.A. Smith 1524 So 8 E.		12	4													
La Jones 415 Laird Ave			3													

TYPICAL ENTRIES on strips for visible file. First customer sent order January 24 and two other dates in January; February 8 and three other dates that month, etc. Second customer gave first order in February; third customer in March

Customer-Control Plan Works

Timesaving system provides data for follow-up by direct mail and driver

by SELMA FANALD

AN ACTIVE CUSTOMER-CONTROL SYSTEM has been keeping customers for 18 years for Ray Showell, owner of Westminster Cleaners, Salt Lake City, Utah.

For this filing system customers are divided into two classes, delivery and cash-and-carry. All marking tickets, records and tags used are of two colors to denote this division, salmon for delivery customers and yellow for cash-and-carry. The stencils used in the addressograph for mailing pieces are also in the same two colors.

The heart of the system is a visible index file. Information from the tickets made out in the marking room is put on narrow perforated cardboard strips for this visible record. The customer's name and address are typed on the strip record. The date on which he sent his first order is recorded following the address. The next and all successive orders in the same month are indicated by a check mark. The first order of each following month is also noted by a date, and other orders for that month signified by check marks.

These strips can be used for 15 months. At that time the office discards the dead names and makes new strips for the remaining current customers.

New-customer strips are incorporated into the file from day to day in order to keep it up to date. However, when a strip is made for a new customer after the file has been in service for two months, the first two spaces on the strip are left blank; if the strip was made after six months, the first six spaces would not be used. This keeps the file in uniform monthly columns.

A glance at the record thus shows the current status of the customer. If there are no dates or check marks for a couple of months following the customer's last order, it is time to send a mailing piece. This is done for both types of customers. If there is no response to the first notice, a different mailing piece is sent each month for six months.

If there is still no response, a 4-by-5 white index card is made out for the customer, showing the name and address and the date of the last order. This card is given to the routeman who places it in his regular set of cards for that territory.

The routeman has a similar card for each of his customers. He has one set for the calls he makes on Monday morning, a set for Monday afternoon, a set for Tues-



WITH VISIBLE record file owner Ray Showell keeps track of customers

day morning, and a fourth set for Tuesday afternoon. On Wednesday morning he is back in Monday morning's territory, and so forth.

On each card, the routeman has the customer's name and address. When he makes the call, he records the date whether or not he receives an order. If he does receive an order, he also makes a check mark. If no one is at home he does not record a date, but will return on his next trip into the territory.

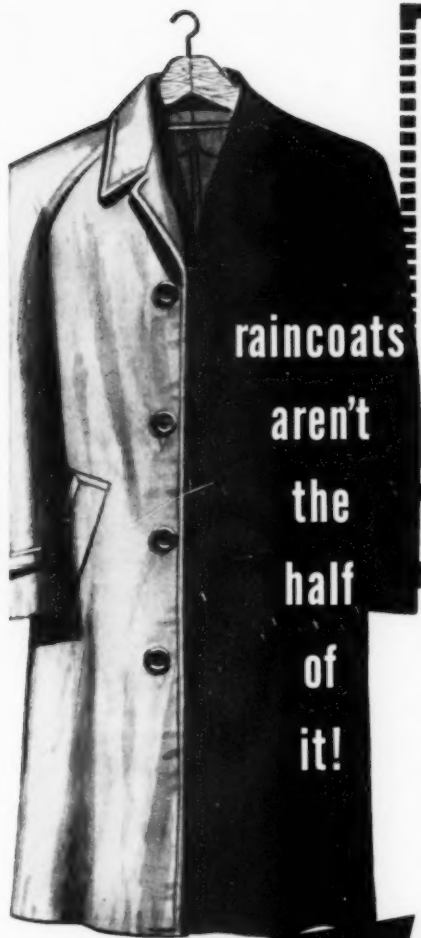
According to Mr. Showell, the visible-record strips must be worked in the office every day to be effective. Strips for new customers must be made out and cards given to the routemen immediately for their follow-up and to become a part of their regular routes.

Any time a cash-and-carry customer doesn't come in for about six months, the driver gets a card for him. Then that customer becomes a part of the driver's route and is his responsibility. When he calls upon this customer he uses NICD's booklet, *The ABC's of Drycleaning*, as a door opener.

There are three outstanding advantages in using this system, according to Mr. Showell:

1. The routeman doesn't chase all over the city. His route is short, and he must keep it compact.
2. Each routeman knows his customers well. He arrives according to a schedule and pretty much on time. This regularity is a convenience that the customer is looking for. So this builds goodwill.
3. It gives the routeman an opportunity to take *The ABC's of Drycleaning* to any customer who is slipping, or to new accounts.

"I know that customers are actually called upon once a week," says Mr. Showell, "and that gives them very little chance to slip. If they are dissatisfied, the routeman knows it and we can make amends. At least, we are given an opportunity to try to keep the customer." ■



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Now you can build big profitable new business volume. Buckeye Liquid RE-VI revitalizes fabrics, helps them last longer, hold a press better. Makes fabrics resistant to moisture, soil and perspiration stains. Increases dollar volume without increasing labor or finishing costs. Order from your distributor or write for free trial sample. No obligation.

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NAME _____

STREET _____

CITY _____ ZONE NO. _____ STATE _____

QUESTIONS and ANSWERS

Color Loss at One Shoulder

What caused the change in color over the right shoulder and tips of the collar of this dress?—*G. U. C., North Dakota*

Tests on this garment show that the loss of color was caused by sunfading. The fact that only one side of the garment faded would indicate it had been hanging in such a way that only that side was exposed to sunlight. This fading on one side could also occur if the wearer frequently sat on the same side of the car while wearing this dress.

The drycleaning process had, of course, no part in the damage, except that the fading would probably be more obvious after the garment was cleaned. Redyeing is the only means of restoration.

Sweater Spotted by Redeposition

This yellow sweater was cleaned in our usual manner, by running sweaters in a separate load in clear solvent. What caused the dark stains to appear after the sweater dried?—*C.C., Alaska*

The dark stains on this sweater have evidently been caused by a redeposition of soil. This type of damage sometimes occurs as a general condition over the entire garment, while in other cases it shows up in spots as in this sweater.

Redeposition in spots is usually due to the fact that the garment was wet in those spots when it was put in the drycleaning washer. A wet garment is a very good filtering medium in a drycleaning system. These wet areas filtered out soil that was present in the solvent and thus became stained.

It is usually advisable to place garments stained in this manner in a bath of paste soap and solvent to which is added a small amount of a prespotter or some butyl cellulose. Allow it to soak from 8 to 12 hours, working the stains between the fingers occasionally. This soaking out is sometimes quite effective. The garment should then be recleaned.

If this procedure does not clear the garment, it should then be put down in a bath of water to which a wetting agent is added. Allow to soak from 6 to 8 hours. A little ammonia may be added toward the end of the soaking but, of course, colors must be watched. Then wetclean in the usual manner, rinse, sour, and allow to dry flat on a towel.

Airplane Glue on Blue Dress

We have tried removing the large spot of airplane glue from this blue dress without harming the color but with no success. Can you suggest a method?—*T.L.C., North Dakota*

We have successfully removed the airplane glue from this garment by the use of acetone. Acetone is a powerful spotting agent for this type of stain and in most cases will again put the glue into solution so that it can be flushed from the garment.

However, acetone cannot be used on garments that contain any acetate fiber since it will dissolve this type of fiber. Where acetate fiber is present any acetate will sometimes remove the stain but it is not as effective as acetone.

Chemical Damage to Trousers

After drycleaning, holes showed up in the trousers of this gray suit. Are we responsible for this damage or was it done before cleaning?—*H.T.C., Texas*

From examination by microscope and ultraviolet light, it appears that the damage to these trousers was caused by chemical action. The evidence further indicates that it was due to a strong alkali such as caustic soda (lye).

When strong alkalis such as caustic soda come in contact with wool a destruction of the fibers takes place, but in most cases this damage is not severe enough to cause holes to develop. Frequently the presence of the alkali may be apparent only as an ordinary stain. But once the garment is subjected to the mechanical action of the cleaning process, the fibers that have been damaged will break and a hole is the result.

Strong alkalis such as caustic soda are commonly used in washing processes and in various strong cleaning compounds. It is therefore entirely likely that the customer was splattered accidentally in such a manner that he was unaware of the occurrence. We do not believe this damage is the result of any part of the cleaning process.

Stains on Maroon Shirt

The customer claims the spots on the back of this shirt were not there when he brought it in. We have been unable to remove the spots. What is your opinion?—*E.C., Ohio*

The stains on this garment are the result of damage to the cellulose acetate fiber. It is impossible for us to determine where or in what manner this damage took place.

There are a number of chemicals that will cause damage of this kind. Perhaps the most common is acetone, which is used as a thinner for plastics, adhesives, cements, etc. Because it is so damaging to acetate fiber, acetone is not generally used in spotting procedures. This kind of damage may also be caused by concentrated glacial acetic acid or formic acid.

There is no means of restoration for this damage.

Indicator-Dye Stains

Can you tell us what caused the blue stains on this tan dress?—*E.L.C., Georgia*

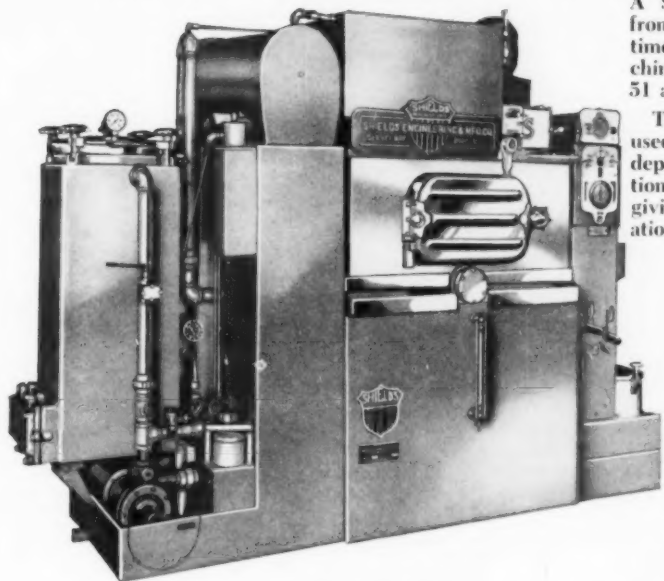
The blue stains on the back of this garment were evidently caused by a blue dyestuff. Tests showed that the dye was of the indicator type which changes to pink in the presence of an acid and to blue when in an alkaline condition. Stains of this type can generally be attributed to blackberries, blueberries, elderberries, cherries, and many other berries.

These stains can often be removed by the use of sodium bisulfite applied as a powder directly on the stain. The steam gun is then used to flush the excess bisulfite out of the garment. This method has been successful in removing the stains from this garment.

It does not appear likely that these stains could have occurred during the drycleaning process.

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A Special Attachment, requiring from 6 to 10 minutes operating time, is available on all new machines as well as for all Shields R-51 and R-51A Models now in use.

The same attachment can be used with moth proofing or for independent soap batch runs. Solutions are used over and over again, giving further economy in the operation of the Unit.

SHIELDS SYNTHETIC DRY CLEANER With RECOVERY

Also features—

- * 50-pound load capacity.
- * 40-minute cycle.
- * Washer, cylinder, condenser of Monel metal with bronze fittings.
- * Vibration-proof construction.
- * 1800-GPH Continuous filtration.
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- * Simplified, easy filter change.
- * Muck taken out dry.
- * 2 1/2" dump valve.
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- * Economical, foolproof and automatic operation.
- * Extra reserve tank for rinsing and balancing solvent in system.
- * All parts easily accessible without dismantling unit.
- * Rugged, compact unit operates quietly under critical load conditions.
- * A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

EXCEPTIONAL ECONOMY OF TIME AND SPACE.

- ★ Easy operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in continuous Automatic Cycle—while operator does other useful work.
- ★ The Shields Unit occupies only 22 sq. ft. of floor space.
- ★ Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.
- ★ COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING. NO INCREASE IN PRICE OF UNIT.

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CARHOP IS ALWAYS on hand at drive-in plant of Troy Cleaners at McAllen, Texas. Unusual architectural features break up all-white front

Curb Service Satisfies

Accent on service with special stress on drive-in speed

CURB SERVICE, fast and continuous, has been the principal factor in building drive-in volume to more than 75 percent of the total business of Troy Cleaners at McAllen, Texas. In every phase of operation, the motto of proprietor W. P. McMahan and his wife is "Spoil the customer with service."

Troy's drive-in plant is a city show place. The stucco-covered tile building has an 85-foot front and extends back over 100 feet. To give three 100-foot drive-in lanes, the building is set back from the sidewalk 30 feet, leaving 3,000 square feet of concrete pavement.

An unusual architectural feature is a flat pear-shaped canopy of fabricated steel covered with plaster. It extends 60 feet along one side of the building and 27 feet in front of the entrance to a support of three 4-inch posts. The other side of the front is landscaped with palms and tall flowering grass. There is a 9-by-10-foot plate-glass window at either side of the double-door entrance.

A curb-service attendant is on the lot the entire time the plant is open. Counter girls know 90 percent of the customers by name. When a car drives in, a counter girl starts to the storage room; she often has the order at the counter by the time the carhop comes in for it. To further speed curb service, tickets on drycleaning orders carry a symbol to show there is also a bachelor bundle; similarly, bachelor-bundle tickets indicate a drycleaning order.

"We've spoiled our customers," says Mr. McMahan, "to the point where they'd rather bring their work to the plant than have a routeman call for it. We try to spoil them to a point where they'd rather bring it to us than to our competitors."

"With the country engaged in what amounts to a war economy, we believe it's smart to give a service which makes the customer feel there has been no change at our plant. We believe discontinued services, scare warning signs and other reminders of World War II days are a definite mistake." # #



GLASS BRICK makes "S" counter, partition behind. Glass doors lead to garment storage. Air-conditioned store has floor of terra cotta squares separated by metal strips. Glassed easel promotes bachelor service



METAL CHUTES in glass-brick partition, each 24 inches square and with metal swinging doors, permit work to be dropped through to drycleaning basket or bachelor service basket on plant side



PROPRIETOR W. P. McMahan ran a \$40 loan in 1913 into today's \$200,000 plant



"Dodge saves time and speeds work"

... says **MR. JERRY POWERS**, of Jerry Powers Cleaning and Laundry, Harvard, Ill.



"We can make more deliveries per hour with our Dodge Route-Van," says Mr. Powers. "The wide folding doors and low floor level permit the driver to leave and enter this truck easily even though he is carrying a bulky bundle. We can load the truck rapidly because of its wide rear doors. All this saves time and speeds the work."

"Another thing—all our trucks are equipped with Fluid Drive—and we wouldn't have them any other way. The trucks start and stop smoothly. The driver can keep the truck in gear when he makes a delivery and then start up again without shifting gears. Fluid Drive gives a smooth pull which enables us to plow through anything . . . we have never been stuck in the mud or snow."

"My drivers average 75 miles a day and they appreciate the perfect visibility and riding comfort in the Dodge Route-Van. Yes, the Dodge Route-Van is the ideal truck for our over-all operations."

Wherever there are Dodge Route-Van owners or drivers

you'll hear these comments echoed. That is because Dodge Route-Vans are *engineered* for the job . . . "Job-Rated" to fit their truck needs.

The gýrol Fluid Drive cuts down gearshifting, protects the load and saves wear and tear on vital drive-line parts. All this means reduced upkeep costs. The short turning diameter makes the Dodge Route-Van easy to maneuver on narrow city streets.

The spacious interiors, too, make Dodge Route-Vans ideal for carrying king-size loads. Inside dimensions are 72" wide and 76" high. Ground-to-floor height (as low as 18³/₈" at the rear with 7.00/16 tires) and side door openings as wide as 31¹/₂" make it extra easy to get in and out when making deliveries.

All these time-saving, work-speeding features and many more are yours when you have a "Job-Rated" Dodge Route-Van. Why not talk to your friendly Dodge dealer soon? He has all the facts you need to solve your hauling problems.

DODGE "Job-Rated" TRUCKS



DISPLAY AT DRYCLEANING COUNTER often inspires sales here rather than in adjoining luggage shop, reports owner Max Lowe. Luggage sideline is profitable in itself



CORNER OF LUGGAGE SHOP in vault building. Stairs leading to mezzanine fur repair department; vault door seen behind railing. Tourist garment bags at right have been very popular past two years

Luggage Balances Costs

Cleaner's unusual sideline is easy to sell
and handle and helps cover vault overhead

ONE SIDELINE LED to another. Max Lowe discovered when he installed a modern 1000-coat vault at his City Cleaning & Dyeing Company in Sheridan, Wyoming. For the vault he used a room adjoining his plant store, suitably decorated to sell storage. With an opening through from the drycleaning store, the two counter girls handle both departments.

Mr. Lowe soon found, however, that he needed a fur repair department to go along with the storage business. This was located on a mezzanine floor above the vault. With the fur repair business the firm decided to include new furs, requiring for the needed selection an investment of around \$10,000. This sideline expansion meant employing a combination repair and sales person with fur experience.

The new-coat fur line has resulted in keeping one full-time repairman busy. It has been partly responsible for filling the storage vault and keeping it full each season.

Soon, however, Mr. Lowe was back where he had been with a greater sales force than his volume warranted, and he decided to add a luggage line. Reducing his stock of fur coats to between \$3,500 and \$5,000 furnished the capital for putting in a better-than-average luggage line. When the fur line had to be increased he got a part of the garments on consignment.

By working this back-and-forth balancing, Mr. Lowe

has been able to carry a full luggage line and sufficient furs for around \$5,000. This figure he feels is about right for the size of his business and the town.

Markup on luggage runs around 100 percent; that is, a bag that costs \$20 retails for around \$40. For seasonal promotion and for reducing heavy stock, except with "fair trade" items, City is able to advertise a 15-to-20-percent reduction sale and still come out with a good profit.

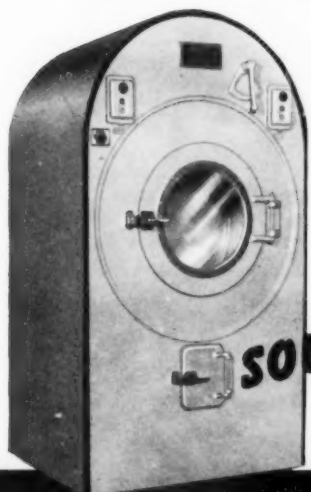
Mr. Lowe has found three natural sale seasons for luggage: pre-Christmas, pregraduation and preschool. Heavier sales at regular prices come in the summer when there is more traveling.

A number of first-of-the-month luggage sales have been tried but with little success. It is hard, Mr. Lowe has found, to get people to buy luggage except when they have an immediate need for it.

"The luggage department," Mr. Lowe says, "does bring some cleaning to us, but not as much as we had expected. With better than three turnovers a year (i.e., sales = three times inventory of luggage), we are making a nice profit on luggage, which we would not receive if we did not have the three businesses under one roof and one management. That is, the profit from any one alone (vault, fur repair and merchandising, or luggage) would not be sufficient to support a separate business. But with the combination we do very well." ■ ■



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SOLVO-MISER
3 SIZES

HOYT LARGEST MANUFACTURER
OF DRYERS EXCLUSIVELY

Increase your plant capacity so you can handle those "specials" and the rush business at Christmas, Easter, and back-to-school seasons. At one-fifth the cost of a drycleaning machine you can get a Hoyt Solvo-Miser—the outstanding solvent reclaimer. It doubles the capacity of your present drycleaning machine . . . gives maximum solvent recovery . . . assures perfect drying. See how the Solvo-Miser can increase your profits by reducing your over-time and overhead expenses. Send coupon today!

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HOYT MANUFACTURING CORPORATION
FALL RIVER, MASSACHUSETTS

Send complete information:

- ☐ Model A. Cap. 20 lbs. \$1095.00
☐ Model B. Cap. 30 lbs. 1195.00
☐ Model C. Cap. 40 lbs. 1295.00

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CITY _____

STATE _____

LEGAL DECISIONS

by A. L. H. STREET

Important Fire-Insurance Angles

A cleaning shop and its contents were destroyed by fire. An insurance policy covered fixtures, equipment, supplies, etc., as one item and, as a separate item, "clothing cleaned, being cleaned and not delivered." The insurer paid the first item but refused to pay the second on the ground that the cleaners had failed to comply with policy provisions. Believing that they were releasing only claims as to the first item of loss, the cleaners signed a release, and later sued to collect for the loss of customers' clothing.

(1) Did a standard iron-safe clause, applicable to insurance of goods held in storage or for sale, govern where a rider was attached specially applicable to clothing belonging to customers? (2) The rider required keeping in a fireproof safe records showing what articles were held as custodian for customers. Did this require keeping a record of the value of clothing on hand? (3) Did the cleaners keep sufficient records? (4) Did the insurer's representatives waive any insufficiency of the records kept? (5) Did the cleaners' acceptance of a check for the value of equipment, etc., prevent a claim for the value of clothing lost?

(1) No, the special rider controlled. The policy was in a standard form adaptable to coverage of different lines of business. Riders specially adapted the insurance to the cleaning business. The court decided that if there was any conflict between a clause in the standard, general form and a clause in a rider, the latter must govern.

(2) It was not necessary to keep a record of the value of clothing. The court noted that, as applied to a mercantile business, a clause requiring records to be kept in a fireproof safe usually requires the records to furnish data showing the quantity of goods on hand and their value. But the clause especially applicable to customers' goods merely required keeping in the safe records that would make it possible to identify the articles lost in the fire and determine the quantity lost. That made it proper for the cleaners to offer the testimony of the owners of the garments to establish their value.

The court said: "As a practical matter, it would be most difficult for the books of a drycleaner to show the value of the goods which he is processing. It could be done only by an estimate of the owner or the cleaner when the clothes are brought in. The inaccuracy and inconvenience of such a method is apparent." The court added that the value of a merchant's stock can be determined from his invoices, but the value of a cleaner's customers' garments can be best determined by their testimony.

(3) The jury could decide on the evidence presented that sufficient records were kept, showing quantity of clothing and its identification. Clothes received were listed on sales slips showing the type of each garment and kind of service to be rendered. The original was pinned to the garment and the carbon was posted in a ledger. When delivery was made a line would be drawn through the ledger entry. The ledger and box of slips were kept in a wooden box on a counter; the ledger was saved from the fire. Although the clothing brought in the day before the fire had not been posted in the ledger, the court said that the ledger was proper evidence to aid in determining what clothing was lost, especially since some of the unposted sales slips were also saved from the fire.

(4) The jury could decide that if the records were insufficient, the insurer's representatives waived that

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

point. Its general agent and the claims adjuster had assured the cleaners that if they could not produce complete records the company would pay claims of the owners of the lost clothing, and such claims were presented.

(5) The jury could decide that acceptance of the check did not waive claim for loss of the clothing, because the cleaners were misled by the insurer's representative into believing that the check covered only the loss of equipment. (*Stewart v. American Home Fire Insurance Co.*, 52 So. 2d 30, decided by the Mississippi Supreme Court April 21, 1951.)

If the general agent assured the cleaners that the check accepted by them covered the loss of equipment, etc., and that claims for loss of the clothing could be adjusted later, the cashing of the check did not bar suit for the value of clothing lost.

Disputed Identity of Garment

When a customer sues for the value of a garment allegedly not returned, does he have the burden of proving that a garment offered him by the cleaner was not his, or is it up to the cleaner to prove that it was?

This is an important legal question, particularly in cases where evidence is so sharply conflicting as to leave a judge or jury in doubt as to the actual fact. If it is up to the customer to convince the judge or jury that the garment redelivered is not his, then the cleaner should win the case unless the patron's proof is stronger than his.

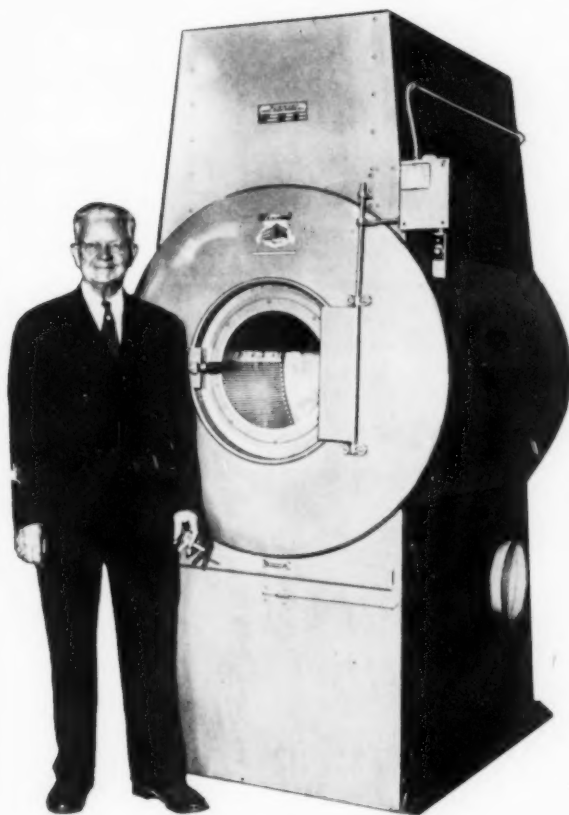
The point was involved in a case lately decided by the Louisiana Court of Appeal, Second Circuit. (*Tabor v. Shreveport Laundries, Inc.*, 53 So. 2d, 461.) A customer sued for the value of a fur-trimmed coat, claiming that the coat returned—which she rejected—was not hers. She said that hers was longer, that the fur had more "richness of color," and that the label of the coat was black, not gray. She did not claim that she had measured her coat, and was apparently misled by the fact that the same make of coat made in 1948 was longer than the 1947 model which she bought.

The defendant company won the case largely because its receipt book showed that it had received but one coat of the same type on the same date—the one received from the plaintiff and redelivered to her.

The case suggests the wisdom of so tagging and recording all valuable garments as to enable the cleaner to convince a judge or jury that a redelivered garment is the same one received.

Introducing the NEW "44"

OPEN-END TUMBLER BY HAMMOND



"We've always given you the best equipment at the lowest price. This new 100-pound tumbler is one of our proudest achievements in our 41 years of experience."

This new 100-pound capacity Hammond "44" Open End Tumbler with the world famous Hammond mechanical reverse now gives you a large capacity tumbler with greater speed plus . . . exceptional driving performance . . . more than **TWO Pounds of Moisture per Minute**.

The reversing drive results in faster drying without knotting, and frequent reversals give much greater uniformity. Only one motor required . . . no reversing switches . . . built-in lint trap is standard equipment . . . plus the same trouble-free construction and durability that have made Hammond Tumblers so outstanding.

The construction of the Hammond "44" embodies the new type construction developed for the world famous Hammond Open End Washers. Motor, drive and cylinder are all supported by heavy channel members. Outer shell and base enclosure are built as an integral part. A new standard for ruggedness and accessibility.

SPECIFICATIONS

- Hammond Mechanical Reverse with 17 U. S. patents.
- Cylinder shaft carried on Timken Tapered Bearings.
- Height—96 inches.
- Width—46 inches.
- Front to back—62 inches.
- Shipping Wt.—1800 lbs.
- Motor size—one and one half horsepower.
- Electrical characteristics—1 110 1/220 3/220.

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Hammond
LAUNDRY-CLEANING MACHINERY CO.

WACO, TEXAS

See this tumbler Oct. 2-5 at the AIL convention booths 517-519-521 in Atlantic City.

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CONCENTRATED, DEODORANT-NEUTRALIZER

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- Use effectively on rugs and upholstery with spray method!
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Dayton 1, Ohio

Producers of Quality Products for the Cleaning and Laundry Industry Since 1811



AN EVENING A WEEK is devoted to customer control by Mr. and Mrs. W. A. Vaughan, owners of Courtesy Cleaners of Beaumont, Texas

52 Nights a Year

Owners' once-a-week stint is keystone of successful three-point promotion program

by LON FANALD

WHAT HE HAS LEARNED about his own customers at his own plant is the basis of the three-point promotion program worked out ten years ago by W. A. Vaughan, owner of Courtesy Cleaners of Beaumont, Texas. And for the first time in his 38 years in drycleaning, he feels he is getting value received for the time and money spent on promotion and advertising.

Time is the main ingredient in the basic point of the Courtesy promotion program. Mr. and Mrs. Vaughan devote one evening of every week to going through their customer-control card-index file. The cards carry symbols for new account, for first order in several months, for first order in over a year.

The Vaughans use 2-cent postcards illustrating the service being currently promoted on display windows and trucks. New customers get a handwritten, sincere "thank you"; the customer's name is mentioned at least once in the body of the message. "Glad to see you back" messages go to customers who have sent in their first orders in several months or in over a year.

Next the Vaughans study the week's drivers' cards showing prospects on whom they have made calls without getting orders. The cards give such information as approximately how long the prospect has been in the neighborhood, number in family, husband's business. To these names they send whatever type of card they decide will open the door for a second routeman call. Sometimes these cards get results and sometimes they don't.

Of course, a great many chance customers are moved over to the permanent file. But the important thing, according to Mr. Vaughan, is that by making this



SAME PICTURE is featured on display windows and trucks. Different services are pictured in frequent changes

weekly job a "must" they learn a great deal about their customers which they would otherwise never know.

One of the things the Vaughans have learned about customers is that everyone likes to be called by name. When a counter girl greets a customer who has come in for the second time by name, says Mr. Vaughan, you are pretty sure to have added a permanent customer to your list.

When he wanted a receptionist for his plant store, Mr. Vaughan went to the local high school and asked for a girl who had the ability to remember names. By the end of a year he had a girl who had developed the knack. Another girl came to the store from the plant. The girls work together in a smooth team. If one forgets a name, which rarely happens, the other girl helps out by prompting.

"Until you've actually tried it," says Mr. Vaughan, "you wouldn't believe the difference in response when you call a new customer by his name. Not once but two or three times while he is in the store."

The third point in the Courtesy promotion program is the use of frequently changed pictures on display windows and trucks. The pictures stress one service at a time, such as shirt laundering, household cleaning, expert alterations. A small display ad in the local newspaper uses a cut of the picture currently being shown on the windows and trucks.

Low cost is a major advantage of this three-point program, which the Vaughans contend is based on sound psychology. The chief disadvantage is having to spend 52 evenings a year at the plant—but they have found that the only way to get the job done. # #

Like Cheyenne, Wyoming and
Championship Rodeo
STOD-SOL and STOD-SOL Test Bundle Service
GO TOGETHER



By sticking with hard-to-handle problems sent to the Stod-Sol "Test Bundle" laboratories, Anderson-Prichard makes drycleaning more efficient and profitable everywhere.

During a recent 3-day check, test bundles were handled for Stod-Sol customers of 89 cities and towns in 28 states and Canada. It's a service *you* could use. Ask your nearest Stod-Sol distributor for complete details.



PRODUCERS



REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

Hoffman Announces H-Jet



The new "H-Jet IV" unit just introduced by U. S. Hoffman Machinery Corporation is described as the end to a 20-year search for a commercially practical way to accomplish open-pocket, synthetic-solvent washing and 700 r.p.m. extraction without proportioning loads by partitioning the cylinder.

The H-Jet IV is a fully automatic, enclosed-cabinet dry-cleaning system for use with perchlorethylene. As described in the Hoffman announcement, it incorporates four fundamental improvements:

1. The H-Jet cylinder balances itself, thus eliminating the necessity for proportioning loads. The full capacity of 30 pounds can be placed directly into the cylinder. This self-balancing feature is a patented mechanical operation, which it is claimed is performed smoothly and imperceptibly even at the highest extraction speeds.

2. Because there is no need for "balancing up" garments when loading, the H-Jet offers a full 36-inch open-pocket cylinder. Consequently, washing action is "full-drop" and complete, permitting greater soil removal in shorter washing periods, according to the company's engineering studies and field tests.

3. Because of the self-balancing principle, extraction speeds up to 700 r.p.m. are possible without need for reinforcing on special foundations. Hoffman points out that high extraction speed reduces solvent loss, shortens the drying cycle, and leaves garments in more nearly dry condition for deodorizing.

4. The open-end construction facilitates loading and unloading.

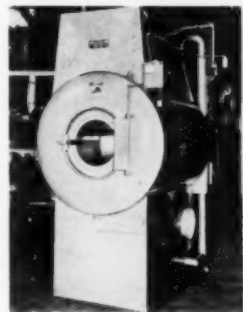
Other improvements pointed

out by the company include top-flow filtration rates, accomplished in part by using larger dimensions of standard piping; a larger lint drawer in easy reach; greater tumbler heating capacity; and "Jet-cycle" controls for fully automatic or manual operation of each cycle.

Production of Hoffman H-Jet IV models is already under way at the company's plant at Syracuse, N. Y.

For further information write U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y., or Canadian Hoffman Machinery Co. Ltd., 126 Dundas St. West., Toronto 1, Ontario, Canada.

Large-Capacity Tumbler



The Hammond Laundry-Cleaning Machinery Co. introduced a 100-pound-capacity open-end tumbler, the Hammond 44. Equipped with the Hammond mechanical reverse, this tumbler, the company claims, gives exceptional drying performance at a speed of more than two pounds of moisture per minute.

According to Hammond, the reversing drive results in faster drying without knotting, and frequent reversals give greater uniformity. Only one motor is required for this tumbler and it has no reversing switches. A built-in lint trap is standard equipment.

Motor, drive and cylinder of the new machine are supported by heavy channel members. The outer shell and base enclosure are built as an integral part. All principal parts of the Hammond mechanical reverse drive are totally enclosed and

operate in oil baths. The cylinder drive shaft is carried on Timken tapered bearings.

The cylinder of the Hammond 44 is 44 inches in diameter and 46 inches deep, and has a normal rating of 100 pounds dry weight. Four 4½-inch lifting ribs with internal tie rods bind the cylinder to the heavy steel trunnion.

Drycleaning tumblers are equipped with steam coils only. These have a control damper, a steam spray and an automatic fire extinguisher. Laundry tumblers are offered either with steam coils or indirect gas-fired.

For further information on the new Hammond 44 open-end tumblers, write to the Hammond Laundry-Cleaning Machinery Company, Hammond Building, Waco, Texas.

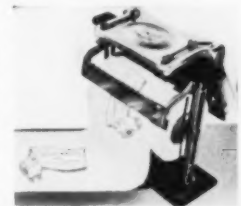
New Riverside Detergent

A new drycleaning detergent for the strong soap system or charged system of cleaning has been announced by Riverside Manufacturing Company, St. Louis, Mo.

Known as Ree-Tex, the new detergent is described by the manufacturer as a perfected product for the strong soap system which works with Magnesol, D-C Filtrol, Hyflo, Speedplus and other filter powders without pressure or other filtration difficulties.

Riverside also announces that it has a test kit for determining strength of the detergent solution. Ree-Tex is usable, the company states, with either petroleum or chlorinated solvents.

Paper-Printing Device



The Connolly Pul-Ad, a device that prints promotional copy on wrapping paper as it is used, has been introduced by J. J. Connolly, Inc., 457 W. 40th St., New York, N. Y. The de-

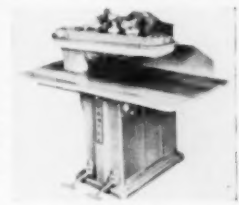
vice is mounted on top of any roll-paper dispenser and prints any desired message with dye that is said to dry immediately, to be waterproof and non-smudging. It can be used on any type of wrapping paper, plain or patterned. The rubber printing plate can be quickly changed, filed away and replaced with new promotional copy whenever desired.

Self-Renewing Carbon

The Autographic Register Company, Hoboken, N. J., has announced that it is now providing a self-renewing carbon for its autographic registers. One sheet of this "Durographic" Carbon will outlast a full loading of register forms, according to the manufacturer. When the carbon has been inserted, it is not necessary to touch it again until all forms in the register are used.

A new booklet describing Durographic Carbon is available on request to the manufacturer or local offices of the company.

New Pantex Press Available



The new Pantex hydro-air drycleaning press which has been under development for several years is now available to the industry, according to Robert S. Swain, executive vice president of Pantex Manufacturing Corporation, Pawtucket, R. I. The hydro-air press, which employs a new principle of operation by combining hydraulic and air pressure, was developed by Pantex as the result of its long experience in both air press drycleaning equipment production and in manufacture of precision hydraulic products for industrial and military use.

The hydro-air press eliminates leverage by replacing the leverage principle with a com-

When you need Steam Connectors

REPLACE WITH PRESSTITES

EASILY INSTALLED

There's a Presstite® assembly for every modern laundry and pressing machine—can be installed in a matter of minutes.

FEWER MAN- HOURS LOST

Presstite is all metal, has no joints, or packing to break or work loose—less maintenance and repair—safer.

... original equipment on
**9 out of every 10 new
laundry and
pressing machines**

STOPS STEAM LOSS

Presstite is made from 100% tight flexible seamless bronze tubing, protected with a braided wire jacket.

ON OLDER STYLE MACHINES—
when swing joints or piping give you trouble—modernize with American Flexible Steamtite® Assemblies.

Ask your laundry supply house for American Presstite and Steamtite connectors.

The American Brass Company,
American Metal Hose Branch, Water-
bury 20, Connecticut. In Canada: The
Canadian Fairbanks-Morse Co., Ltd.
Reg. U. S. Pat. Off.



wherever connectors must move ... *American* Flexible Metal Hose and Tubing

bined hydraulic and air-pressure unit. As a result, Pantex states, the new press is exceptionally quiet, operates with maximum ease, and at the same time permits faster operation with better pressing of all types of garments and fabrics.

Among features pointed out by the manufacturer are correct contact pressure, simplicity of operation, trim appearance and compact design. The new press also features instant head closing with a working pressure booster, an optional head lock, a variable pressure valve to set working pressure at any degree for classified garment runs, and a variable pressure indicator. The equipment also includes toe-tip vacuum and lock release and variable buck-steam control.

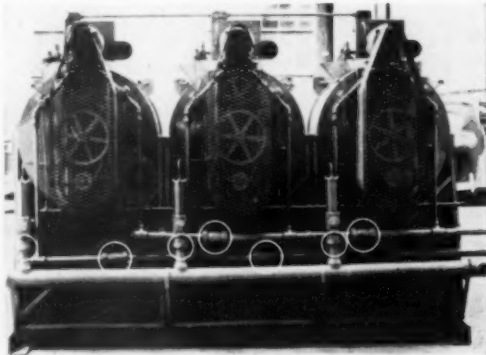
New Flooring Material

A new type of flooring material has been announced by United Laboratories, Inc. Known as Latex-O-crete, the new product is designed to resist the destructive action of chemicals, many acids, oils, solvents and other items which cause deterioration of floors. The product may be applied directly over the old surface at

an average depth of only one-quarter inch, the company states, with no special preparation necessary except thorough cleaning.

Latex-O-crete is shipped in complete "unit" form ready for application. For complete details, write United Laboratories, Inc., Cleveland 12, Ohio.

Triple Laundry Unit Factory-Piped



An improved method of factory piping which is said to reduce installation costs has been utilized on the Hoffman Mono-Wash Laundry Unit, manufactured by U. S. Hoffman Machinery Corp., New York, N. Y. The units are mounted in groups

of three on a common steel base which distributes the weight of the equipment.

Integral factory piping is said to be greatly simplified by the use of Dresser Compression Fittings, as shown in the photograph above. These fittings

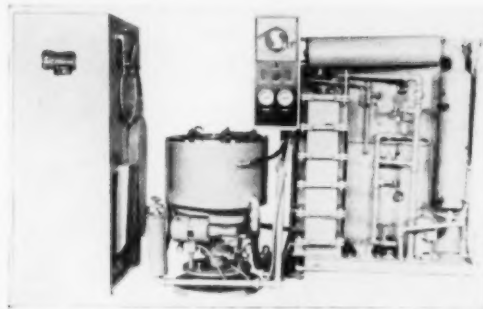
utilize a specially compounded resilient gasket designed to provide permanent flexibility. Threading and cutting of pipe to exact lengths is eliminated, and misalignment is accommodated. The fittings are a product of the Dresser Manufacturing Division, Dresser Industries, Inc., Bradford, Pa.

Troy Automatic Washer

The new Troy Fullmatic is the most truly automatic washer, according to Clifton W. Johnson, sales manager, Troy Laundry Machinery Division, American Machine and Metals, Inc., East Moline, Ill. The Fullmatic Washer, Mr. Johnson states, permits greater control over washing quality and unlimited formula flexibility. All settings are simply made on the Fullmatic Control panel. After the operator has selected the desired formula, he merely pushes the "run" button on the control panel.

Another Fullmatic feature pointed out by Mr. Johnson is the fact that an entire day's work can be completed without refilling supply tanks. These tanks, which come with the machine, can be installed adjacent to the washer or removed.

Sec Announces New Cleaning Unit



The Sec-O-Matic Corporation has announced the Model AHR-X, a new addition to its line of synthetic drycleaning units. The new unit includes washer, extractor, deodorizer, recovery, filter, still, condenser, etc., in one complete unit.

Model AHR-X also has Sec's exclusive turbulent washing action in which, it is claimed, garments are 100 percent immersed at all times and thus clean in one-half the time ordinarily required. Among other features of this new model is its purification system which minimizes redeposition. The manufacturer states that because of its greater filtering area and packless filter pump it is possible to run from two to three times as many loads before the filter change is necessary.

Complete details may be had by writing to Sec-O-Matic Corporation, 56 La France Ave., Bloomfield, N. J.

New Amber Sleeve Board



The Amber Manufacturing Co., Los Angeles, Cal., has just put on the market an improved new sleeve board. The body is made of lightweight cast aluminum, with half-inch-thick wooden arms riveted on to the casting. The designer, Y. Amber, points out that the solid wooden arms are sufficiently absorbent to eliminate sweating. They come in two different widths to accommodate all sizes of sleeves.

The new sleeve board is 23 inches long, with an 18-inch neck clearance. It is available in a fluffy padded and covered model, weighing less than 2½

pounds, and also undressed. Replacement pads and covers will be available.

Industrial Spray Gun

An improved model of the Champion All Metal Electric Spray Gun for various industrial applications has been announced. It needs no compressor, and delivers over 90 pounds of pressure, the company states. It is designed for such applications as painting, refinishing, rustproofing, stenciling and waterproofing.

Complete details may be obtained from the Champion Implement Corporation, 45 W. 45th St., New York, N. Y.

Plastic Floor Resurfacer

A new grease- and oil-resistant plastic floor resurfacer which can be laid over an old

existing floor, whether wood, concrete or metal, has been announced by the Dasco Chemical Company, Baltimore, Md.

Dastex X is furnished in 50 lb. bags, together with the proper liquifier, and requires no water or other ingredients, no bonding agent or primer, the manufacturer states.

New Marking Pen

A newly designed marking pen for the drycleaning and laundry industries, manufactured by No Snag Pen Co., 2949 W. Belmont Ave., Chicago 18, Ill., has a ball point which is rounded to prevent snagging, and gold to prevent acid corrosion. According to the

FREE! TRY THIS

Amazing New Protein Digester At Our Expense!

Send now for generous working sample of first and only non-souring, protein-spot remover. It's safe, works faster—saves you money, too!

Find out now why dry-cleaners and laundrers everywhere are hailing EXZYME as the greatest advance ever made in the protein-spot removing field. Discover—at our expense—how easily, quickly, safely EXZYME removes the stubbornest protein spots, stains, soils, from any kind of fabric. See blood, coffee, egg, chocolate, milk, discharge, etc., disappear like magic.

SAFE AS PLAIN WARM WATER!

EXZYME works in bath or the board—dissolves instantly—flushes out easily—works in hard or soft water—is as safe to use as plain warm water!

SMELLS SWEET—STAYS FRESH!

EXZYME Brand Protein Digester is a pure-cultured enzyme specifically formulated for the dry-cleaning and laundry fields. It smells sweet and stays fresh. What a welcome change from sour, evil-smelling preparations that make spot removing unpleasant. EXZYME won't go sour or "ripen."

SAVE MONEY TOO!

One pound of EXZYME makes 10 gallons of solution—50% more than ordinary brands. Prove it yourself—without spending a penny—mail coupon below, now!



Pabst Sales Company
Dept. A, 221 North La Salle Street
Chicago 1, Illinois

Business Name _____
Name _____
Street _____
City _____ State _____
(One if any)

"EXZYME" is the registered trade mark of the Pabst Brewing Company—Copyright 1952, Pabst Brewing Co., Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

ORVUS EXTRA GRANULES KEEPS WINNING *Good Conduct Medals*

Brighter whites—clearer colors

Extra cleaning power

Efficient in hard water

Rinses fast, thoroughly

Effective in salt solutions

Dissolves rapidly

Safe and economical

Effective in Acid baths

Have you tried Orvus Extra Granules, the complete multi-purpose synthetic detergent?

ORVUS EXTRA GRANULES

Procter & Gamble
Cincinnati, Ohio

manufacturer, the No Snag pen is easy to fill and clean, and the ink used with it will hold through all solvents or through 20 or more launderings.

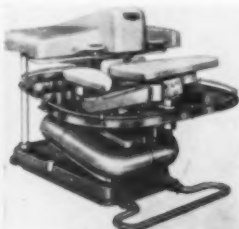
New Assembly Table



A new assembly table put on the market by Fawc, Inc., 1185 Jefferson Ave., Buffalo, N. Y., is claimed to speed up handling of garments. The table has pin-cushions, thread racks, button supply, garment control tags and bags within reach of the operator. This provision for supplies

enables the operator to assemble garments, ticket, make minor repairs and bag at one station with a minimum of handling.

More Twin-Rapid Bucks



The addition of nine new buck sizes, making a total of 42 different buck sizes and styles for use on the Auto Twin-Rapid Press, has been announced by Reliable Steam Pressing Machinery, Inc. As many as four bucks, chosen to fit the plant's individual needs, can be put on one head, making the press capable of finishing a wide variety of work.

In operating the press (pictured above), while one or more garments are being pressed, the operator lays out

others. The table is automatically rotated by a light touch on the foot bar, leaving the operator's hands free to lay out garments and unload the bucks. The company points out that basically the Auto Twin-Rapid is a one-operator press, taking the place of units comprising three or four individual machines and requiring two or three operators.

Detailed information and literature may be obtained by writing to Reliable Steam Pressing Machinery, Inc., 175-179 Bergen St., Newark 3, N. J.

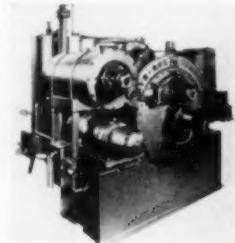
International Survey

The electric two-speed axle shift mechanism introduced as standard with the medium and heavy-duty L line of International trucks has proved superior in operation under all conditions to the old vacuum-powered shift. This conclusion is based on a survey of two and a half years' reports from the field, the motor truck division of International Harvester Company has announced.

Employment of the electric shift has eliminated trouble with vacuum leaks and reduced maintenance costs, according to

the survey. It operates as swiftly at high altitudes and on hills at full throttle as on the level.

Ayr-Mor Models Improved



Improved models of the "Ayr-Mor Compact" Synthetic Unit have been announced by John P. Jorgenson, president of Ayr-Mor Machinery Co.

According to the manufacturer, the improved unit has increased capacity, handling up to 45 pounds of clothes in 25 minutes; is more automatic, requiring only 5 minutes attention per hour; recovers more solvent in less time at lower temperatures because of the exclusive air-cleanout; gives greater recirculation of air and

faster deodorization; offers increased safety and reduces hazards of toxic fumes; has an improved electrical assembly.

A descriptive folder on the improved Ayr-Mor may be obtained by writing direct to Ayr-Mor Machinery Co., 6546 N. Sheridan Road, Chicago 26, Ill.

New Weighing Basket



The Newhouse Company, 1247 E. Colorado Blvd., Glendale, Cal., has introduced a new portable basket, trademarked the All-in-One Nu-Weigh Basket, for weighing and transporting drycleaning loads.

The heavy-gauge, all-steel-wire basket is attached to the

scale which, in turn, is mounted on the all-steel base or carriage. The entire assembly rolls on 3-inch ball-bearing swivel casters. The removable basket lining, made of heavy-duty plastic, prevents buttons and snaps from catching or snagging on the wire.

A special feature of the basket is magnified weight figures which are reflected in a set of mirrors so placed that the figures may be plainly seen from a standing position.

The standard basket is designed to hold 60 lbs. dry weight. It may be replaced with a larger basket of 150 lb. capacity, if desired.

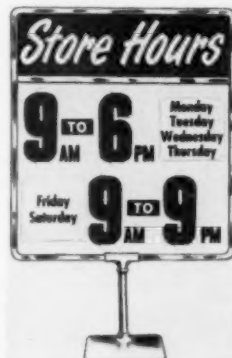
Behrstock Jobber Bulletin

The publication of a monthly bulletin for jobbers has been announced by L. Behrstock Co., manufacturer of Gross Star Grid Plates and distributor to the drycleaning industry of Westinghouse air compressors. The informal bulletin, edited by Al Behrstock, contains selling hints, price and use information, announcements of new products, and general data of value to the industry.

Jobbers who wish to be put

on the mailing list for the bulletin may write to the company at 1708 S. State St., Chicago 16, Ill.

Plastic Store-Hours Sign



A new changeable-copy store-hours display sign has been announced by Shaw & Slavsky, Inc. Designed for use in any retail outlet, the all-plastic unit measures 12 inches wide by 14 inches high, and is supplied with a chrome frame-and-stand of either the pedestal

or clamp type, in various heights.

According to the company, changes in store hours are easily posted, simply by interchanging the stock numerals and slides. Additional information may be had by writing to Shaw & Slavsky, Inc., 13821 Elmira Ave., Detroit 27, Mich.

Orr & Sombower Bulletin

A bulletin describing Powermaster packaged boilers has been announced by Orr & Sombower, Inc. The booklet contains general descriptions of the equipment, also photographs, sectional views, specifications and data tables.

The horizontal fire-tube boiler is the basic component of the Orr & Sombower Powermaster automatic packaged steam generator described in the bulletin. It features three-pass internal furnace construction, and Vortiflow burners for light oil, heavy oil, and commercial gas fuels, also combination burners which are said to modulate with uniformly high efficiency between 30 and 100 percent of full load rating.

Powermaster boilers are built in 16 sizes from 15 hp. to

RESULTS is what counts

THOUSANDS of PLANT OWNERS
Helped Design them!

METAL SPRING CLIP
HOLDS TICKETS STRAIGHT
IN STRONGEST BREEZE

HOOK HANGS
LESS THAN 5 1/2"
BELOW RAIL

CORRUGATED BAR
TO HOLD GARMENTS
APART

MADE IN TWO HANDY SIZES
4 1/2" BAR FOR 5 GARMENTS
2 1/2" BAR FOR 3 GARMENTS

"You get results
when you use
the
RIGHT HOOK"



ASSEMBLY HEADACHES GONE FOREVER!

Over 5,000 cleaners are using Crush-Proof Assorting Hooks. No more lost or misplaced garments. Make customers and employees both happy. Absolutely fool-proof because ticket stays clipped to hook until garments are checked and bagged.

NEW LOW PRICE!

A special purchase of steel makes us able to offer Hooks at a discount. You save 5¢ on each Hook as long as the supply lasts. Rush your order today!

100 HOOKS OR MORE 30¢ each
(less than 100 hooks) 35¢ each

V & W Equipment Co.
664 W. Peachtree St.
Atlanta, Ga. 5% cash discount

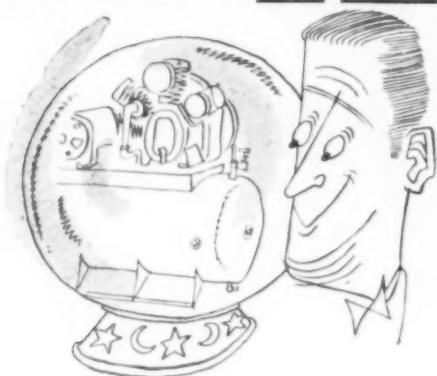
YES! Send me _____ No. 218 (small) and _____
No. 430 (large) CRUSH-PROOF HOOKS
P.O.B., Atlanta, Ga. Packed 100 to a carton.

Firm Name _____
Address _____
City _____ State _____
By _____
Ship C.O.D. ☐ Check Enclosed ☐ Open Account ☐

10-DAY FREE TRIAL OFFER!

Rush your order today

today it pays to look ahead



Look at it this way: The compressors you install now will have to give long, trouble-free performance in the days ahead when production is at its peak. That's why the compressor you install should give you two operating advantages:

1. Maximum air power at lowest cost.
2. Long service life, with minimum maintenance.

No other compressors are better equipped to do just that than Ingersoll-Rand Type 30 Compressors. Performance records show that I-R Compressors actually deliver a greater volume of compressed air per hp input. Further, the same design features responsible for this efficiency give you a compressor that is always ready to go to work and stay on the job with minimum maintenance.

To prove this to yourself, contact your nearest I-R distributor or write direct to Ingersoll-Rand Company, 11 Broadway, New York 4, New York.

651-3

Ingersoll-Rand

TYPE 30 COMPRESSORS
SIZES 1/2 TO 15 hp

... Designed to meet today's demands for faster, steadier output!



Available for industrial pressures of 100 or 200 pounds with pressures of 250 pounds on intermittent service.



BOCK EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

500 hp. for pressures up to 250 psi. The boiler-feed and condensate-handling system is optional, while a completely integrated control system and interlocking safety devices are an integral part of each unit.

Copies of Bulletin 1218 may be obtained by writing to Orr & Sombower, Inc., Morgantown Road, Reading, Pa.

According to Paul V. Warren, president of Street's, Mrs. Ballinger "is still the youngest member of the organization."

National Gets Lang Machine

The National Marking Machine Co., Cincinnati, Ohio, has announced the purchase of the Lang Listing Machine from the J. A. Lang & Sons Co., Boston, Mass. The manufacture of new Lang Listing Machines has been transferred to the National factory at Cincinnati. Also, repair-part service and repairs to old machines will, from now on, be handled at Cincinnati.

35 Years With Street's



ISABELLE R. BALLINGER

R. R. Street & Co., Inc., Chicago, Ill., has announced that Mrs. Isabelle Ronan Ballinger will celebrate her thirty-fifth anniversary with the company on September 17. Starting with the company in 1917, Mrs. Ballinger has served as switchboard operator, order clerk, dictaphone operator, financial secretary, office manager, and in other capacities. In 1933 she was appointed to the board of directors. In addition to supervising Street's office force, she is also secretary and assistant treasurer of the corporation.

For many years Mrs. Ballinger also took an active part in Street's annual convention exhibits, and she is well known to many members of the industry.

Eaton Promotes Rowe



FREDERICK J. ROWE

Berrien Eaton, president of Eaton Chemical and Dyestuff Company, Detroit, Mich., has announced the appointment of Frederick J. Rowe as assistant sales manager of its Laundry and Dry Cleaning Division. Mr. Rowe, Eastern representative of Eaton for 13 years, will make his headquarters at Detroit.

William J. Hartsen will take over the Eastern territory.

Brothers Three—Plus Three



ED GRAY

By an interesting coincidence, three brothers with a total of over 68 years of experience in the drycleaning field hold important posts in Adco, Inc., Sedalia, Mo., a company headed by the three brothers Charles, John and Dick Van Dyne.

One of the best-known figures in the drycleaning industry, John Gray was formerly in charge of all courses at the NICD, and is now Adco's public relations specialist and district manager in the Kansas City area. During the past year



JOHN P. GRAY



WILLIAM GRAY

he has made talks on personnel training at many state conventions, conducted a course on personnel problems at Kansas City, Mo., and Des Moines, Iowa, and given talks on cleaning-room practice at meetings in Grand Island, Nebr., and Amarillo, Texas.

William Gray, Adco district manager in North Carolina, is an NICD graduate and has been employed in leading Eastern plants in every capacity from cleaner and spotter up to plant manager. After serving for a time as an instructor in petroleum drycleaning at the NICD school, he joined Adco in 1949.

Also an NICD graduate, Ed Gray has had 32 years of experience in the drycleaning field. He worked as plant superintendent in a number of plants throughout the country, spent two years as spotting and finishing instructor at the NICD, and four years with the Institute's field service. In 1949 he joined Adco as district sales manager in Louisiana and southern Mississippi.

ing of a new drycleaning and laundry packaging and supply division, headed by Arnold Stang and Irving Glassman.

A complete line of packaging materials, including all types of bags, boxes and kraft paper, plain or with stock-printed or personalized messages, will be available. In addition, a full line of supplies, manufactured by leading firms in the industry, is now being distributed by Majestic.

Further information may be obtained by writing Laundry & Dry Cleaning Division, Majestic Paper & Twine Co., 155 Inlay St., Brooklyn 31, N. Y.

Fabric Names Benz

Fabric Laundry and Dry Cleaning Machinery Corporation, Brooklyn, N. Y., manufacturer of the Washex combination washer-extractor, has announced the appointment of John Benz as factory representative in Massachusetts and Rhode Island. His headquarters will be at 92 Maryland St., Springfield, Mass.

Mr. Benz has a background of 28 years of practical experience in all phases of drycleaning, including the management of several New England plants

Majestic Packing Division

Majestic Paper & Twine Co., New York and Brooklyn, N. Y., has announced the open-

Here's Why

Cleansertag

is your Best Buy

- ★ It's extra-strong wet or dry—ideal for tags that stay firm despite your strongest solutions.
- ★ It easily takes the markings of pen or machine—holds them sharp and clean all through processing.
- ★ It always stays flat—there's no curl, no twist to slow garment identification.
- ★ It's less expensive than cloth—and better.

Prominent Sales Book and Tag Manufacturers, coast-to-coast, use CLEANSERTAG. Insist on it. Do not accept substitutes—there's only one CLEANSERTAG.

Write for FREE SAMPLES today!

HOLLINGSWORTH & VOSE COMPANY

East Walpole, Massachusetts

Please send me CLEANSERTAG samples today!

Name _____

Company _____

Street _____

City _____

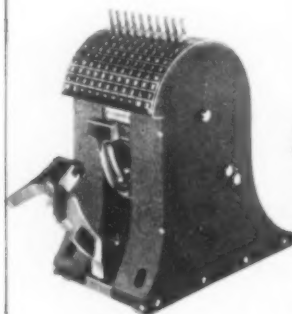
State _____

I'll leave a lasting
mark with
ARMA



Indelible Ink

Arma Black Marking Ink penetrates rapidly without a blur, dries quickly and leaves an indelible mark through any cleaning or laundering.



MODEL K

limited to one small pad; readily portable to any department; strong, durable construction; positive inking on tags or directly on garments. Shipped complete with sample bottle of ink, F.O.B., Pittsburgh..... \$49.50
Eight character marking machine..... \$47.50

Ask your jobber for ARMA products

Pittsburgh

1112 Galveston Avenue
Pittsburgh 12, Pa.

**TAG
COMPANY**

Marking Machine

Arma 10-character Marking Machine embodies all the durability and speed of larger, more costly marking devices—all in a compact, low-cost machine. Type is large, easily read; re-inking

for the past 10 years. His work has been primarily as a layout and installation engineer. He is well known to the industry in the New England area.

in most of Illinois and in the Tri-Cities area.

Higgins Joins Time Savers



ROBERT J. HIGGINS

Carman Appoints Two

S. E. Moore, president of Carman & Co., Inc., Brooklyn, N. Y., has announced the appointment of George L. Russell and Joseph P. Stanton as successors to Harvie B. Twanley, manager of Carman's Rock Island division until his recent untimely death.

Mr. Russell joined Carman in 1946 upon his release from the armed forces, and for the past six years has been office and credit manager in the Rock Island office. He has been named manager of operations in Rock Island, and will also represent Carman to certain accounts in the Tri-Cities area.

Mr. Stanton has represented Carman in central Illinois for the past three years. He attended Loyola University and served in the Army from 1940 to 1945. For three years he served as field representative for a leading allied trades firm before joining Carman. In his new capacity as sales manager, he will assume full responsibility for sales volume and sales policies of the branch, and will continue to represent Carman

The appointment of Robert J. Higgins as advertising manager of Time Savers, Inc., Montclair, N. J., has been announced by C. A. Calder, president of the company. Mr. Higgins, a graduate of Seton Hall University, was formerly associated with a large national advertising agency.

Other personnel added to the advertising department include John Wiley, Grace Goldsmith and Doris Conn.

Caled Award for 10-Year Representative



Left to right: President Warren K. Cooley, veteran Harry Toyne, and Miss Buckland, a Caled secretary

As the climax of a plane trip to Washington, D. C., Harry Toyne, Los Angeles representative of Caled Products Co., Inc., Brentwood, Md., received a gold 10-year service pin and a \$2,500 bonus from Warren K. Cooley, president.

The presentation of bonuses and other awards to sales representatives has long been a company practice. Bonuses have been given to Charles Blacknall, one of Caled's Southern representatives, and to George

Clark of the Nebraska territory. New Oldsmobiles have been given to Chet Bell, Chicago; Jim Dryer, Maryland; Gay Haben, New England; Harry Nissen, Ohio; Dave Perkins, Michigan; Allen Plumkett, Virginia; Fred Radford, Indiana; Bill Tinsman, Washington, D. C., and Charles Weden, New York. New Fords were awarded to Richard Ronvella, when he was Maryland representative, and to R. T. Mease and Joe Purcell of New York State.

Keever Acquires Standard



JAMES F. KURTZ

The Keever Starch Co., Columbus, Ohio, has purchased The Standard Chemical Works Co. of that city, according to an announcement by James F. Kurtz, Keever vice president. The Standard Co. has been incorporated and will be operated as a Keever subsidiary. Both companies manufacture and sell products used by drycleaners, laundries and rug cleaners throughout the United States.

Standard Chemical was founded in 1912 by James W. Harris, who is retiring. All Standard stock and equipment is being moved to the Keever plant in Columbus. The Keever sales organization, headed by Robert F. Black, will handle the complete lines of the two companies.

ters from southern and western Ohio. The clinic, sponsored by The Wilbert-Miller Co., Cleveland, was conducted by Robert W. Allen, the newly appointed Columbus branch manager. The principal speaker, Miss Mae Kennedy of Kennedy Products, Inc., demonstrated a simplified routine for the removal of difficult spots.

Also at the clinic were Ben Swigart, president of the Ohio State Association of Cleaners and Dyers, and the executive secretary, Charles (Jack) Truxal. Mr. Truxal spoke about the many benefits of membership in the state association and thanked the allied trades for their assistance in the membership drive.

Stauffer Appoints Goodhue



R. K. GOODHUE

Stauffer Chemical Company, New York, N. Y., has announced the appointment of R. K. Goodhue as its district sales manager at Akron, Ohio. Mr. Goodhue has been associated with the company since 1942.

Wilbert-Miller Clinic

Another practical meeting for spotters was held in Dayton on May 23 with an attendance of 150 key executives and spot-

Institutional Advertising by Distributor

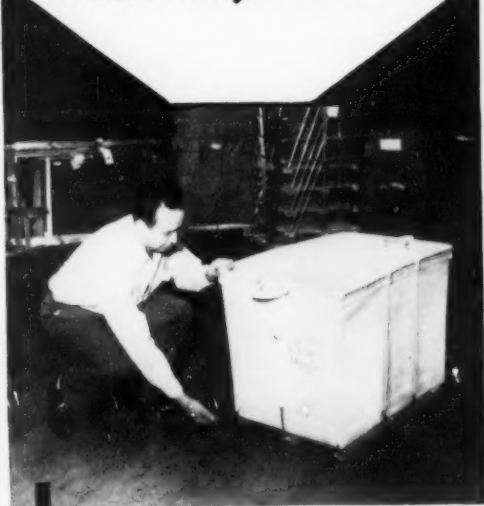


The large sign shown in the photograph above was erected by Echco Sales & Manufacturing Co. on top of its building at 501 E. 12th St., Oakland, Cal. Devoted to selling drycleaning

and laundering, the sign is seen daily by thousands of cleaning and laundry customers who use this main thoroughfare.

Echco Sales reports much favorable comment on the sign

LANE BASKETS ARE Materially BETTER



Here's why

- Over-size casters for easy running of any load
- Full capacity bodies
- Hardwood bottoms—dual riveted—stronger than steel
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

When you buy a Lane basket you get a full capacity body—not one or more bushels shy. Look at your own baskets and see if the body goes down to the bottom frame. If they don't, chances are you're not getting the capacity you paid for.

With a Lane basket you get full depth body—gain extra support from bottom frame—eliminate undue strain or pulling out of binding rivets.

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

Clip the coupon below.

Lane



W. T. LANE & BROS., INC. Poughkeepsie, New York

Please send me further information on Lane baskets, hampers and trucks.

TRADE MARK

Name

Company

Address

Town

Zone

State

My distributor is

which advertises the business of its customers instead of its own. The company plans to change the message at regular intervals.

Echco Sales is the exclusive distributor in northern California for Keystone Aniline & Chemical Co., Inc., in addition to distributing products of many other leading manufacturers.

Street's Transfers Schwenk



RAY SCHWENK

The transfer of Ray Schwenk to the Brooklyn-Long Island,

N. Y. territory has been announced by R. R. Street & Co. Inc. Before joining the company in 1950, Mr. Schwenk served as superintendent of several large plants in Metropolitan New York. During his first year with Street's he served plants in the Bronx-Manhattan-Westchester County area.

During the past months Mr. Schwenk has been particularly active in promoting the use of the "Super Soap" version of the SSS (strong soap solution) and has supervised such installations in many Brooklyn plants equipped with combination washer-extractors. His findings will be published by Street's in bulletin form in the near future. Requests for the free bulletin should be addressed to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Liquid Strainer Described

A new 2-page bulletin illustrating Golden-Anderson's Ideal Liquid Strainer describes the application, parts lists, working pressures and dimensions, with a diagram showing installation arrangements. This bulletin W-6 may be obtained from Golden-Anderson Valve

Specialty Company, 2131 Keenan Building, Pittsburgh 22, Pa.

New Preheater Bulletin

A new concept in oil preheater construction has been employed by Davis Engineering Corporation, Elizabeth, N. J., in its Type "GF" Indirect Gas-Fired Fuel-Oil Heater. This unit eliminates the need for a steam or hot water boiler to

preheat fuel for a No. 6 oil system, as it provides its own supply of steam using gas fuel as the primary source of heat.

The Type "GF" Oil Heater has been approved by the Board of Standards and Appeals, City of New York, Bulletin 60L, giving a complete explanation, piping diagrams, capacity charts and design specifications, is available on request to the manufacturer.

New Kisco Branch Opened in St. Louis




The opening of a new showroom and parts and service department at 2120 S. Broadway, St. Louis, Mo., has been announced by Kisco Boiler & Engineering Company. The complete line of Kisco boilers, boiler feed equipment, water softeners, heating and ventilating equipment will be on display in the showroom. The new

department will be in charge of Floyd A. Hale, who has been with the company over 15 years.

The showroom is a new unit, and is now in operation in addition to Kisco's main plant and general offices, an additional factory building and a warehouse, all in St. Louis, and another large plant in Ste. Genevieve, Mo.


SEND GARMENTS FOR DYEING TO



ALMORE DYE HOUSE

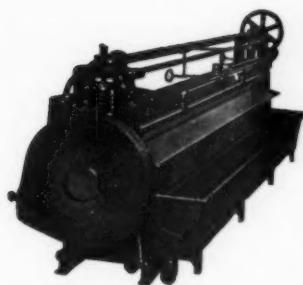
4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President



Continuously in Business since 1919

THE DYEING NAME OF UNDYING FAME



The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.

CAMBRIDGE CITY
• INDIANA •

Distributor Changes Name

A change of corporate name to Wiegand Laundry Machinery Inc. has been made by the former NY-Penn Laundry Machinery Corp. The company will continue to operate from

143 Perry Street, in Buffalo, New York. According to Paul T. Wiegand, president of the company, all operations will be carried out under the new name. The firm distributes drycleaning and laundry machinery throughout the East.

Book Review

Tailoring Suits the Professional Way. By Clarence Poulin. Chas. A. Bennett Co., Inc., 237 N. Monroe St., Peoria 3, Ill. \$4.50.

This textbook by a master tailor, designed for beginners, gives the fundamentals of the custom tailoring of men's and women's suits. Although the book discusses primarily the complete making of suits, a good deal of instruction on altering fit to suit the individual figure, as well as details of tailoring techniques, should make it a useful reference manual for alterations personnel of drycleaning plants. The material is well organized and clearly written, with numerous explanatory diagrams. A glossary and index are included.

PEOPLE AND PLACES



SOUTH WEST

The Pacific Coast chain of Thrift-D-Lux Cleaners has opened its 84th store, at 3027 N. Baldwin Park Blvd., Baldwin Park, Cal., under the management of Fred Parks.

Drive-In Cleaners and Laundry has been established by Walter Robran at 421 N. Dixon, Munster, Tex.

Mr. and Mrs. Lester Garber have taken over Galena (Kans.) Cleaners.

Esquire Cleaners has been opened by Mr. and Mrs. Tom

Fowler in the new Parkway Stores center at 11th and Parker Aves., Tracy, Cal.

Art Estes recently opened a new plant for Artway Cleaners at 3201 W. Central Ave., Albuquerque, N. M.

Henry Miller, owner of Henry Miller Cleaners, 128 S. Main St., Centerville, Cal., has opened a drive-in branch at 139 Fremont Ave.

Mrs. Lola B. Carlock has opened South Side Cleaners at Mt. Pleasant, Tex.

**Dry Cleaners All Over
The Country — Say**

"Call Montpelier First"

They can help you choose the right kind of delivery body—designed for **YOUR** needs"

**MONTPELIER DELIVERY VEHICLES
DESIGNED FOR THE DRY CLEANER
Montpelier Offers YOU**

● MORE DRIVER COMFORT

Curb height step. Comfortable seating.
Better driver relation.

● GREATER EFFICIENCY

More head room. Easier handling.

● MORE FLEXIBILITY

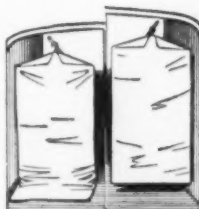
Adaptable to any type of loading.

● MORE PAY LOAD

Carries more. Earns more.

● MORE ECONOMY

**GIVES YOU EXTRA HEIGHT
FOR THOSE LONGER GAR-
MENTS TO IMPROVE YOUR
CUSTOMER'S SATISFACTION.**



MONTPELIER SIDE-AISLE Models available in 4 sizes on chassis of 1/2 ton and larger.

MONTPELIER URBAN MODELS available in 3 sizes.



Phone, Wire or Write Today
for Full Information



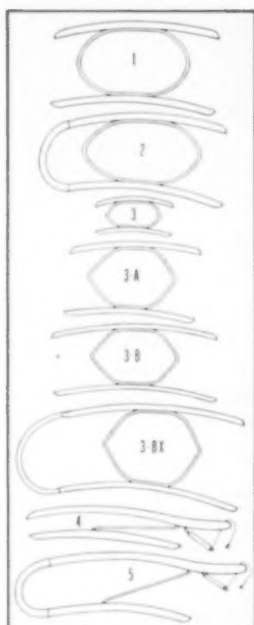
Montpelier

MANUFACTURING CO.

MONTPELIER, OHIO

Engineered for Economy

SPECIALIZED DELIVERY VEHICLES



A SLEEVE FORM

For every need

1 \$3.50

2 \$4.50

Sleeve and Shoulder

3 Pr. \$4.50

For Blowers, Windwhips and Adjusta-Forms

3-A Pr. \$5.75

Lg. 17 1/2" Exp'n 11"

3-B Pr. \$6.00

Lg. 23" Exp'n 11" For Coat Machines

3-BX Pr. \$7.50

Sleeve and Shoulder for Adjusta-Forms and Coat Machines

4 PELICAN \$4.95

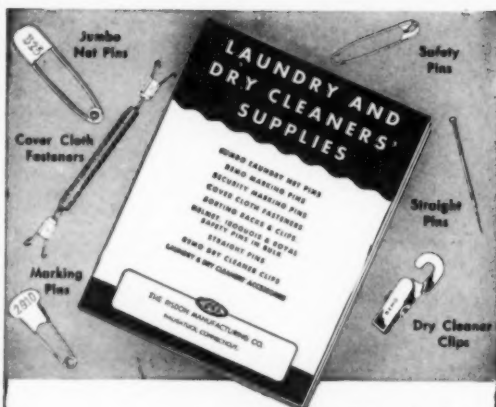
5 PELICAN \$5.75

Sleeve and Shoulder

If your jobber cannot supply you write us direct

NEWHOUSE COMPANY

1247 E. Colorado Blvd., Glendale 3, Calif.



Ask your dealer for your copy of this NEW

**RISDON
REMO
CATALOG**

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN.

R1-2

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

COST AS LOW AS 77¢ per ft.

TIME SAVERS
83-99 Walnut St., Montclair, N. J.
GENTLEMEN: Please send without obligation your FREE booklet on TIME SAVERS' "Hi-Speed" RAIL FITTINGS.

NAME _____
FIRM NAME _____
ADDRESS _____
CITY _____ STATE _____
NAME OF JOBBER _____

The most Practical and Economical Conveyor System for transporting garments within your plant.

TIME SAVERS
83-99 Walnut St. • Montclair, N. J.

The cleaning plant of E. M. Sowell on the Square, Kaufman, Tex., is being extensively remodeled.

Mr. and Mrs. Marvin Boatwright have leased M.L. Cleaners, 208 S. Main St., Medicine Lodge, Kans., from the owners, Mr. and Mrs. C. A. Groendycke.

Los Gatos (Cal.) Cleaners, 88 W. Main, has been sold by Ray Howell to Dave Rosenthal, Sr.

The plant of Service Cleaners, operated by W. W. Richards at 211 W. 23rd St., Bryan, Tex., was destroyed by a fire believed caused by a gas explosion.

Mr. and Mrs. A. A. Pacci recently held a grand opening for A & B Cleaners, 880 N. Garfield, Montebello, Cal.

Best Cleaners has been established by Mr. and Mrs. Joe Caput at 1409 W. Central Ave., El Dorado, Kans.

Gatito Cleaners has been opened by Harry H. Burton at 312 N. Santa Cruz Ave., Los Gatos, Cal.

Jack Harley has opened Quality Cleaners at 214 E. Beale St., Kingman, Ariz.

Sunset Cleaners has been opened at 15234 Sunset Blvd., Pacific Palisades, Cal., by Meger Samuehan and his sons, Karl and John.

The Thomas-Allec Corporation, San Francisco, Cal., has opened a branch at a new shopping center at Stonestown, San Francisco.

The opening of a new plant of Robison-Moore Dry Cleaners, Wichita, Kans., signaled 43 years in the industry for the founder, J. Carl Moore, who operates the business with his partner, Merl J. Robison.

A. E. Schwartz, owner of Budget Cleaners, has announced the opening of the chain's 42nd outlet, at 4 E. Fifth St., Pittsburg, Cal. Cleaning will be done at the firm's plant in Martinez.

Brown Cleaners, owned for 40 years by W. C. Brown, has opened a branch on Depot Ave., Elgin, Tex. Cleaning is done at the firm's plant in Allandale.

Del and Zel Gerber's Cleaners has moved to new quarters at 643 N. Peck Rd., El Monte, Cal. A laundry department has been added.

"SOLVINK is MY spot remover for men's and children's woollens" Says . . . H. J. O'Hare

Dobbs Ferry, N. Y.



"I discovered the hard way—that Solvink was my best chemical aid for men's and children's woollens, particularly on crotches, hems, ink stains, sleeve cuffs, pants and other hard set soils. Today I buy Solvink by the gallon."



Discover for yourself the way Solvink removes ink, rust, paint and blood stains quickly and easily. No dissolving, no waiting. And it's **SAFE** for all white and fast colors.

One set of two pints—\$2.25 . . . Use them separately or together, full directions on each bottle. For economy—Pints, Quarts and Gallons Available. Order from your jobber today on this money back guarantee or write Dept. N-92 for free sample.

YOU NEED SOLVINK COMPANION PRODUCTS

- **TANSOL** for Tannin Stains
- **GREENZYME**—Digestant
- **IODAZE** for Iodine Stains
- **SIZ-IN**—Hot Size

GREENVILLE CHEMICAL COMPANY

Corner of E. Stone Ave. & Bennett St.,
Greenville, S. C.

Owner Jim Farris has installed some new equipment at Quality Cleaners, Mulvane, Kans.

Arthur and Ruth Warren recently celebrated the opening of the new plant of Beacon Cleaners in the Jim Dandy Shopping Center, Torrance, Cal.

Palm Cleaners, Garnett, Kans., has been completely remodeled.

Mr. and Mrs. Ed Diehl, owners and former managers of Valley Drive-In Cleaners, Resqua, Cen-

ter and Second Sts., Indio, Cal., have resumed operation of the plant. Some new equipment has been added.

Bluebonnet Cleaners, New Braunfels, Tex., has been remodeled, and some new equipment has been installed by Lawrence Krueger, the owner.

Bonita Cleaners, 201 S. Myrtle Ave., Monrovia, Cal., has been sold by Mr. and Mrs. Charles R. Wiley to Mr. and Mrs. Walter C. Mueller.

IT'S HERE ! ! !

The Anderson EASY-LOCK Drapery Protector

—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned

How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

→ Shown open and closed

Hooks locked in—ready for cleaning



Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place—material cannot be damaged. After cleaning, pull top up—twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.

NOW IN USE BY MANY LEADING DRY CLEANERS
\$9.00 a doz.
\$105.00 a gross



USE THIS COUPON

ORDER A DOZEN TODAY!

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd. W.E. Jamestown, N. Y.

Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name _____
Street _____
City _____ State _____



UP-CURVING CANOPY calls attention to new front of Acme Cleaners plant in Pueblo, Colorado. Painted bright red and yellow, marquee extends from level of front-window top to above building



The Famous Hanger Guard with the NON-SLIP Surface IT'S EASY TO PUT ON SNA-PON:

50% easier to thread!
Just slide on and press down!

The best trouser guard for use with No. 12½ & No. 13 hangers. Non-slip surface decreases handling time. Snaps on any standard wire hanger...die-cut ends prevent pivoting. Just slide on and press down!

SNA-PON is approximately ½" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

PRODUCTION LIMITED — ORDERS FILLED AS RECEIVED
Contact Your Jobber



TILLERY CONTAINER CO.
6000 WILSON AVE. KANSAS CITY 3, MISSOURI

HEAT

... When And Where It Is Needed
... Instantly ... Automatically ... With



"Q-T"
Heat Recirculators

NOW

Is the Time to
Install These Modern,
Efficient Low Cost
**UNIT
HEATERS**

KISCO
Boiler &
Engineering
Company
2414 DEKALB ST.
ST. LOUIS 4, MO.



Write for
Catalog BSUH-9

DANDUX BASKETS ARE BUILT RIGHT ... AND PRICED RIGHT FOR ECONOMY!



Even this
small, rugged,
Dandux 2½ bu.
basket withstood
over 2,000 lbs. of
lead shot in actual
load tests!

For ... CANVAS BASKETS, TRUCKS,
HAMPER, EXTRACTOR COVERS

SPECIFY

DANDUX

FROM YOUR DEALER
C. R. DANIELS, INC.
DANIELS, MD.

75 West Street, New York 6, N. Y.



NORTH CENTRAL

A new plant for Sanitary Dry Cleaning Co. has been built at 1331 Conant St., Maumee, Ohio. Space for a drive-in store was retained at the old location at 412 Conant St., owner Lowell Baldwin announced.

Uptown Cleaners & Launderers, Inc., 975 N. Hawley Rd., Milwaukee, Wis., has opened a new drive-in at 4164 W. Lisbon Ave. According to Lawrence D. Adelman, vice president of the company, the opening will coincide with the firm's 25th anniversary.

Jack and Jill One Hour Cleaners, Inc., 137 Fourth St., N. W., Canton, Ohio, has been incorporated by Samuel and Bess Freidfield and Clyde Chalfant.

Arthur DeLisle, owner of DeLuxe Cleaners, 115 S. Division St., Bonne Terre, Mo., has announced that he is closing up the business.

Bell Cleaners, 1619 Glenview Rd., Glenview, Ill., has been purchased by Troy Casal.

The plant of San-I-System Dry Cleaners, Berea, Ohio, has been moved to 35 E. Bridge St. President Al Leuenberger announced the office will remain at 23 Front St. until January 1.

A new front has been constructed for Bridge's Cleaners, 529 E. National Ave., Brazil, Ind.

Orval Jones has opened Best-Way Cleaners at Lilbourn, Mo.

Lester Sowers has purchased the Warsaw, Ill., cleaning establishment formerly owned by Sam Symmonds.

Erskine Cleaners, operated by Glenn Erskine, has moved to new premises in the Harry Farber Bldg., Pataskala, Ohio.



It's Oldfashioned

Order from your jobber
or write direct

STAIN-A-WAY

To bleach oxidized stains
\$1.75 qt. \$3.90 gal.

DU-TEX

To dissolve pigments
\$2.85 lb.



**....NOT to use the
BEST!**

**Warco
LABORATORIES**

1636-40 West Vernon Ave.,
Los Angeles, 37, California

Band Box Cleaners, Richland Center, Wis., has been bought by Donald A. Lenz from Mr. and Mrs. Jess Miller.

Stanley Soderling has sold his drycleaning business at 511 Pacific Ave. W., Willmar, Minn., to Wayne Schwegman. The new owner plans to remodel the premises and add new equipment.

Little Dutch Cleaners, 110 E. Church St., Alexandria, Ind., has been sold by Mr. and Mrs. Frank Demey to Mr. and Mrs. Ferrell McNett.

ReNu Cleaners, Portageville, Mo., has been sold by Mrs. Edna Newcomb to Mr. and Mrs. Raymond Lloyd.

Granville (Ill.) Cleaners has been purchased by George and Doris Welch.

City Cleaners, Oakland City, Ind., has been sold by Mr. and Mrs. C. A. Winstead to Paul E. Catt.

Port (Wis.) Cleaners has been sold by Bill and Lourene Kane to Elmer Adam and his brother-in-law, Jim Lynch.

American Cleaners, Anderson, Ind., has closed its branch on W. Washington St., Alexandria.

Everette Stevens, operator of Stevens Cleaners, Palmyra, Mo., has leased Shelbyville (Mo.) Cleaners from Mr. and Mrs. C. F. Richards. Cleaning will be done at the Palmyra plant, where new equipment has been installed.

Coronet Dry Cleaners, which operates in Ohio and adjoining states, will open its twenty-second branch, at 231 N. Fourth St., Toronto, Ohio.

Egleston Dry Cleaners, Tague St. and Riley Ave., Greenfield, Ind., has been sold by Arthur Egleston to an employee, Charles Brown.

Stotler's Cleaners, Vandalia, Mo., has added new finishing equipment.

Extensive plant changes have been completed at Greenacre Cleaners, E. Lincoln Highway, De Kalb, Ill.

Model Cleaners has opened a store in a new shopping center on S. Burnett Rd., Springfield, Ohio.

**GROSS STAR
Aluminum GRID PLATES**

**35% HARDER SURFACE
WON'T DENT**

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

up to 46" \$14.85
mushroom 11.00
over 46" 19.25
from your jobber

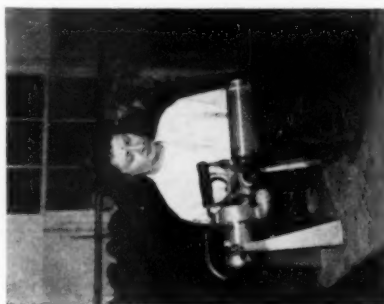
L. BEHRSTOCK CO.
1708 S. State St., Chicago 16, Ill.

**AYR-MOR
HOLDS MORE**

The new Ayr-Mor Compact for synthetic dry cleaning has more capacity—handles more clothes—reclaims more solvent—does more in every way. Send for new bulletin.

Ayr-Mor MACHINERY CO.
6546 No. Sheridan Rd., Chicago 26, Ill.

**...NOW...
HARD-TO-FINISH FURS
can be profitable, too!**



Mouton, Beaver and similar furs, beautifully finished in a few minutes by the HAERTEL ROTARY FUR IRON. It quickly restores luster to dull, lifeless furs. A rigid stand permits use of both hands for handling fur. Can be detached from base and used as portable ironer. Strap attachment for beating. Thermostat control to hold heat at any desired temperature.

Complete \$197.50

F.O.B. Minneapolis
(Terms if Desired)

Stand Only \$15.00

If you have a HaerTEL Tri-Lens, you may get the ironing attachment and stand separately.

Walter HaerTEL Company
2840 4th Ave. So.
Minneapolis 8, Minn.

WALTER HAERTEL COMPANY
2840 4th Ave. So.
Minneapolis 8, Minn.
FUR IRON.
Please order for a HAERTEL ROTARY FUR IRON.

☐ Check enclosed. ☐ Bill us.

HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

GARMENT RACKS SPECIAL...



6 ft. long, 5 1/2 ft. high with set of 3" rubber swivel casters.

PAINTED
RECONDITIONED
PIPE

\$12.50

CANVAS (Pick-up) BAGS

Your customers will appreciate the added features of individual bags for their particular dry cleaning work when your route man calls.

37¢ in lots of 100

Sample bag—60¢

Check with order, please

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street

New York 7, N. Y.

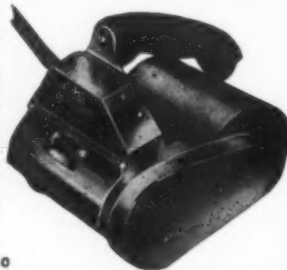
RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- It's the Only Truly Portable Fur Ironing and Glazing Machine
- Just plug in and use; no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.

LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.)

Price is FOB Brooklyn, N. Y. \$197.50



RELIABLE also offers a complete line of Fur Cleaning & Fur Storage Equipment. Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE

RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET BROOKLYN 22, N. Y.

UNIPRESS 2 GIRL 3 PRESS SHIRT UNIT

TOP QUALITY • INCREASED PRODUCTION • GREATER PROFITS

Presses for every requirement

Write for new catalog today

UNIPRESS COMPANY

2802 Lyndale Ave. • Minneapolis, Minnesota



SOUTH EAST

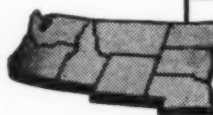
Anderson Cleaners, Lawrenceburg, Ky., was recently sold by Marvin Gaines, Edward Liddle and Clarence Bell to Carl Gregory.

The plant of 60 Minute Cleaners, 200 Central Ave., St. Petersburg, Fla., has been modernized and new equipment installed by owner S. T. Messner.

Allen G. Farabee and Frank W. Kirk, Jr., plan to open Farabee's drycleaning plant at 108 W. Monroe St., Salisbury, N. C.

Damage estimated at \$3,000 was caused by a fire which broke out in the boiler room of Superior Dry Cleaners, Prestonburg, Ky. The plant is owned by Ralph Davis.

Vogue Cleaners and Launderers, Gulfport, Fla., has opened a branch at 5002 Lakeview Ave.



NORTH WEST

Precision Cleaners, Grandview, Wash., has been sold by Mr. and Mrs. Marshall Swinney to Mr. and Mrs. Roy E. Davis and Mr. and Mrs. Jack W. Smith.

Al N. Mead has sold his drycleaning plant at Pineedale, Wyo., to Mr. and Mrs. Frank Natter.

Owner Keith Manning has constructed a new plant for Superior Cleaners, Gresham, Ore.

A new boiler and cleaning-room addition has been built by owner Dallas Benjamin for Oxford (Neb.) Cleaners.

The Lucky Cleaners, Friday Harbor, Wash., has been sold by J. D. Street to A. W. Lindberg.

City Cleaners has been opened by Mr. and Mrs. Pat Murphy at Queen Ave. and Elm St., Albany, Ore.

Mr. and Mrs. Harold Adams recently opened the new plant of Three Forks Cleaners, N. Main St., Manhattan, Mont., replacing the building destroyed by fire last spring. New equipment has been installed.

New finishing equipment has been installed at Woody's Cleaners, Sargent, Neb.

Toggery Cleaners has been opened at Benkelman, Neb., by Raymond Blacker.

New cleaning machinery has been installed at New England (N. D.) Cleaners.

Insurance at COST!

for Thirty-six Years

"Does your insurance pay you dividends?"

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**

3820 Washington Boulevard, St. Louis 8, Missouri

Harry Hunt has a remodeling program under way at Hunt's Cleaners, 1012 Ninth, Anacortes, Wash.

City Cleaners has been opened by Wayne Keeney in a newly equipped modern plant at 533 C St., Redmond, Ore.

Pensa Cleaners, formerly Rowe's Cleaners, Port Angeles, Wash.,

is now being operated by B. M. Jones, an NICD graduate, and Mrs. Jones.

Cleva Lehr and Joe W. McCormick have filed the business name of Estacada City Cleaners, Estacada, Ore.

Nelson (Neb.) Cleaners has been sold by R. F. Bottenfield to Virgil Stowers.



**DOMINION
of CANADA**

Deluxe Cleaners, 1123 Copper Cliff Rd., Sudbury, Ont., has opened a downtown outlet at 15 Larch St.

New equipment has been installed by Superior Cleaners,

N. Front and College Sts., Belleville, Ont.

A new storage plant has been installed by Co-operative Dry Cleaners, Toronto, Ont.



**NORTH
EAST**

Herman J. Seibel has been granted a certificate to operate Greentree Cleaners at 981 Greentree Rd., Greentree Borough, Pa.

George Romanos, Jr., and Laura Romanos have filed a business-name certificate for Varsity Cleaners & Dyers, Versailles and Union Aves., McKeesport, Pa.

Reed Cleaners has leased a store at 622 Mamaronck Ave., White Plains, N. Y.

Neighborhood Qualitee Dry Cleaners, 1028 Kirkbride St., Pittsburgh, Pa., has been registered by Charles T. Cunningham.

The assumed business name of Irving Dry Cleaners, 547 Homewood Ave., Pittsburgh, Pa., has been filed by Irving H. Cohen.

The Max F. Smith Dry Cleaning Co., Martin and Pine Sts., Clearfield, Pa., has been leased by Mr. Smith to John H. Weaver.

Stauffer

SINCE 1885
CHEMICALS

**CARBON
TETRACHLORIDE**

99.99% Pure

Also

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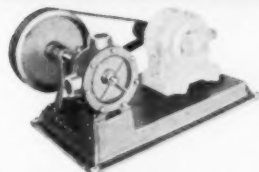
Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY

420 Lexington Avenue... New York 17, N. Y.
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Quiet V-Belt Motor Driven Unit

ARE BUILT FOR YOUR PUMPING JOBS

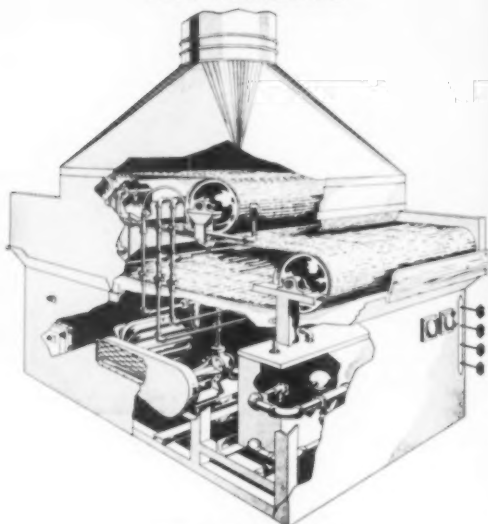
There is no general compromise when Vikings go in on the job. Correct design, size, construction, material, speeds, power, etc. are basic factors in furnishing correct equipment for any pumping job. See that your pump meets these requirements. Insist on Vikings—the pump that is built for the job from start to finish. It's the standard in rotary pumps for over 40 years.



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Viking PUMP COMPANY
Cedar Falls, Iowa

THE PENETRO



CLEANING PROCESS

Prespotting by Machine!

Process Cuts Wetcleaning and Spotting by at least 50%.

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M. BLAU MANUFACTURING CO.

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ALTAMONTE SPRINGS, FLORIDA

LABOR- SAVING DEVICES

CLOTHES CART
Handles 100 lbs. Adjustable to 3 levels. Heavy gauge 1" steel tubing. Length 42", Width 20".
\$32.50

WASH TUB SET
Water tight. Heavy gauge stainless steel. All smooth surfaces. Height 33", Length 45".
\$89.00

WET CLEANING TABLE
Heavy gauge stainless steel top sloped for drainage. Rounded corners. Height 36", Length 65".
\$69.50

CLOTHES RACK
Heavy gauge steel. Double braced on bottom. 3" ball bearing swivel casters. Ht. 67", Len. 42".
\$27.50

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Overhead Rail Systems For Complete and Partial Systems

- We provide the inexpensive patented fittings.
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Order from

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83-93 Park Place, New York 7, N. Y.

11-13 E. Illinois St., Chicago 11, Ill.

Incorporation papers have been filed by Patricia Cleaners, Inc., Orange Dry Cleaners has opened a store in the new 240 E. 28th St., New York, Lynnwood Gardens shopping center, Philadelphia, Pa.

Frank Smith, Distinctive Dry Cleaning, has been opened at 28 Center St., Bath, Me., by Mr. and Mrs. Frank Smith. Rainelle Cleaners & Dyers, East Rainelle, W. Va., has been sold by G. R. Garner to Leon Brown.

OBITUARIES

Leo Blau, 52, treasurer of L. Blau & Sons, long-established drycleaning firm of Long Island City, New York, died July 1 after a brief illness. He was a member of Veritas Lodge, F. and A.M. He is survived by his wife, a daughter, two brothers and a sister.

Henry Andrew Bock, 90, founder in 1912 of Reliable Cleaners in Carlsbad, New Mexico, died July 7 after a short illness. He was a native of Germany and came to this country 70 years ago. He is survived by his wife, three daughters and a son.

Fred Glover, Jr., 45, co-owner of Odhner Cleaners, Hubbard Woods, Illinois, died recently.

Raymond G. Stallknight, an employee for 51 years of The American Laundry Machinery Company, died recently at Rochester, New York. He started his career with the A. T. Hagen Company in 1901 as an office clerk, and progressed through the organization to the position of office manager of the Rochester factory of the American Laundry Machinery Company, where he also handled the local sales. Mr. Stallknight was a member of the Rochester Club, Business Men's Athletic Club of the YMCA, and of the Rochester Chamber of Commerce. He is survived by his wife.

Ellis J. Thomas, president of the E. J. Thomas Company, Columbus, Ohio, died June 27 of a cerebral hemorrhage. He spent most of his lifetime in the laundry industry, and founded the laundry supply business in 1939. Mr. Thomas saw active overseas service in World War I. He was an active member of the Laundry and Cleaners Allied Trades Association, the American Institute of Laundering and the National Institute of Rug Cleaning, and was also a member of many local

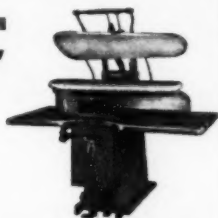
132

National Cleaner & Dyer

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Converts your old,
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Foot-Press into
a fast, efficient
Air-Operated Press
for only \$300.



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NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK - 3

trade and civic organizations. Mr. Thomas is survived by his wife and a sister.

Charles G. Young, 51, secretary-treasurer of Patek & Co., died July 5 at San Francisco, California. He started with the company in 1926 in sales and merchandising, and was well known throughout the textile maintenance industries. Mr. Young was also active in industry association affairs. He is survived by his widow, a daughter, and his parents, Mr. and Mrs. George Young.

MEETINGS SCHEDULED

September 13 and 14—New Mexico Dry Cleaners Association, Annual Convention, Albuquerque.

September 14, 15 and 16—Dry Cleaners Institute (Ontario) Annual Convention, Royal York Hotel, Toronto, Canada.

September 22 and 23—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Jefferson, Richmond.

October 3, 4 and 5—American Institute of Laundering, Annual Convention and Large Exhibit, Atlantic City, New Jersey.

October 30 and 31, November 1—Pennsylvania Association of Dyers and Cleaners, Annual Convention, William Penn Hotel, Pittsburgh.

October 31, November 1 and 2—Ohio State Association of Dyers and Cleaners, Annual Convention, Deshler-Wallick Hotel, Columbus.

November 29 and 30—Illinois State Cleaners and Dyers Association, Annual Convention, La Salle Hotel, Chicago.

December 7—Wisconsin Drycleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1953

January 16, 17 and 18—Michigan Drycleaners Association, Annual Convention, Durant Hotel, Flint.

January 17, 18 and 19, National Institute of Rug Cleaning, Annual Convention, Sherman Hotel, Chicago, Illinois.

January 24 and 25—Louisiana Laundry & Cleaners Association, Annual Convention.

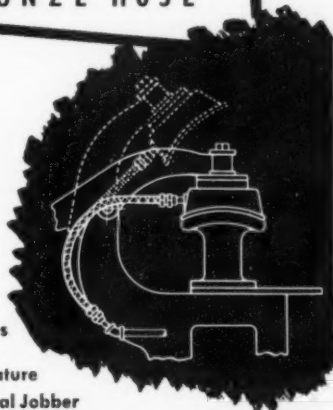
February 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Large Exhibit, Cleveland, Ohio.

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For all
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Pressing
Machines

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Prompt
delivery, all
Types and Sizes

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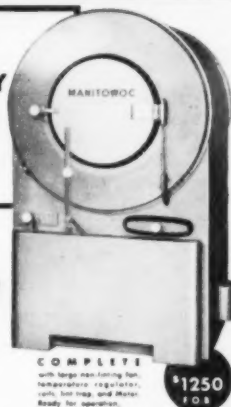
PACKLESS METAL HOSE INC.

31-2 Winthrop Avenue New Rochelle, New York

**DOUBLE
YOUR CAPACITY
INCREASE
YOUR PROFIT**

with a

**Manitowoc
RECOVERY
TUMBLER**



Add extra capacity to your present synthetic dry cleaning plant by installing this modern, highly efficient solvent recovery tumbler. Handles a 35-45 lb. load — enables you to tumble at the same time you wash-extract, thereby doubling your capacity, if you are using a single cylinder closed unit. If you are operating without a tumbler a Manitowoc will pay for itself by solvent recovery within the first year.

Finest corrosion proof construction, with direct, silent drive; no chains, belts or guards. Has 36" x 30" drum, large air ducts, temperature regulator. Highly efficient solvent recovery.

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10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—WHERE DO YOU WISH TO LOCATE? **RICHARD J. MULLER-Li.c.** Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel: REpublic 9-3016. 1451-2

CLEANING PLANTS—All sizes-locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY**, 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 29 years. 4154-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 228th STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

HACKENSACK, N. J. DRYCLEANING PLANT FOR SALE—Retail volume \$75,000 including real estate. Sale price \$55,000. Write to Box 11, Post Office South, Hackensack, N. J. 4802--2

WELL-ESTABLISHED SOLVENT PLANT in OHIO, county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS: Box 4909, NATIONAL CLEANER & DYER.** -2

FOR SALE—SOLVENT PLANT in CALIFORNIA. Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross \$150,000. Total price with real estate \$150,000, without real estate \$80,000 with long lease. **WELL WORTH INVESTIGATING** for the right party. **ADDRESS: Box 4930, NATIONAL CLEANER & DYER.** -2

Old, well-established firm in Midwestern town of 75,000 population. Quality cleaning \$1.50 price. Approximate gross \$65,000. Productive wages average 85¢ per hour. Long lease and option to buy real estate. **\$7,500 WILL HANDLE. ADDRESS: Box 4934, NATIONAL CLEANER & DYER.** -2

COMPLETE MODERN SOLVENT PLANT, vicinity of **DETROIT, MICHIGAN**. Established 1929 under same management, grossing approximately \$125,000 annually. Competent well trained staff, up-to-date equipment including 3 delivery trucks, cold storage vault (2,500 coat capacity). Sale or lease, owner retiring. Broker. **ADDRESS: Box 4943, NATIONAL CLEANER & DYER.** -2

Established modern solvent plant, northern Indiana. Volume \$28,000 per year. All cash and carry. Finest equipment. \$20,000 includes real estate. **ADDRESS: Box 4960—NATIONAL CLEANER & DYER.** -2

Modern-equipped laundry and drycleaning plant in Illinois, doing \$135,000 business annually. A profitable and going concern. On account of age and failing health, present owner must retire from active duty. Will carry 60% of unpaid balance on easy terms. **ADDRESS: Box 4975, NATIONAL CLEANER & DYER.** -2

For Sale—A laundry-cleaning plant with help-yourself department in South Florida. Have good long lease. It's a real buy and opportunity for practical man. Now is the time to get ready for the tourist business. Sale price half of the cost. **H. B. McCleary**, 1944 Karen Club, Fort Lauderdale, Fla., or **McCleary Bros.**, Memphis, Tenn. 5094-2

For Sale: Small drycleaning plant in central Texas, doing a good business. Town population over 10,000, 3 other shops. In business for 25 years. **ADDRESS: Box 4974, NATIONAL CLEANER & DYER.** -2

LAUNDRY AND DRYCLEANING PLANT in one of the fastest growing cities in the South. Population over 400,000. Operating eight city delivery trucks. Located on a very prominent street—ideal corner location for cash-and-carry. Under the same management for 30 years. Equipped to do over \$4,000 per week. Need right party to take over. Plenty of room for expansion. Buyer must have \$15,000 or \$20,000 cash, balance financed over 10 years on easy terms. Will lease building for 5 or 10 years with option to buy. Owner wishes to retire, because of bad health and old age. Write **C. A. Stergios**, Box 2363, DeSoto Station, Memphis, Tennessee. 4977-2

Old-established laundry and drycleaning plant, doing approximately \$225,000 per year business. 60% drycleaning, 40% laundry. Located in Fort Worth, Texas, where the **WEST** begins. Modern equipment, deep-well soft water, 8 routes. Will sell equipment and business with or without real estate. Owner wishes to retire. Terms to responsible party. **C. R. PRESSLEY MACHINERY CO.**, 725 NORTH THROCKMORTON STREET, FORT WORTH, TEXAS. PHONE: FANNING 8738. 4976-2

LEADING and fully equipped modern petroleum plant, largest in county, average \$3,000 a month with absolutely no soliciting. Located on cool Lake Michigan, year-round business. Required \$20,000 down, without real estate. **ADDRESS: Box 4978, NATIONAL CLEANER & DYER.** -2

Modern drycleaning plant located in southeastern Ohio. Territory covers 30-mile radius from main plant. Five truck routes. Gross \$50,000 yearly. Real estate includes cleaning plant, two apartments to rent and only rug cleaning plant in this territory. Will sell business, equipment and real estate, or business only. Also retail outlet store twelve miles away in city of approximately 12,000. Reasonably priced. Write: **Attorney R. M. Strode**, Bank Bldg., Crooksville, Ohio. 5000-2

MODERN DRYCLEANING PLANT. Approximately 11,000 square feet, centrally located, long lease, low rent. Volume above \$80,000 annually. **ALL RETAIL. OUR BUSINESS COMES THREE WAYS.** Two large truck routes, big walk-in trade. **ALSO PATRONIZED BY 15 OF THE FINEST DEPARTMENT STORES IN THE CITY OF DETROIT.** Prices \$1.75 and up. Our reputation is **FAR EXCELLENCE.** Will spend thirty days to acquaint new owner with our clientele. **\$40,000 WITH \$20,000 DOWN TAKES ALL. ADDRESS: Box 5008, NATIONAL CLEANER & DYER.** -2

MICHIGAN—LAKE ORION. 40 miles north of **DETROIT.** Modern synthetic drycleaning plant. Building 40 x 100, two-story brick. New equipment. One branch store. Three trucks and routes. Good year-round business. Only plant in vicinity. Sell business and property or separately. Any reasonable offer will be considered. Home also available. Owner must sell. **A. W. WALKER, BOX 468, LAKE ORION, MICHIGAN.** 5009-2

Beautifully equipped modern solvent plant and building located in central Florida university town. Has Sanitone franchise. This plant is a money maker, 100% cash and carry. \$50,000. Terms. **Mitchell Cleaners**, 122 East Rich Ave., Deland, Florida. 5017-2

CLEANING PLANTS FOR SALE (Cont'd)

FOR SALE: FAMILY LAUNDRY and CLEANING PLANT, 50 miles from New York City. Sales \$150,000, established over 20 years—30% down, balance on easy terms, includes house and dryer. **ADDRESS:** Box 5026, **NATIONAL CLEANER & DYER.** -2

Quality solvent cleaning plant, Canton, Ohio. \$35,000 and over per year. Large brick, tile building, and equipment new 1946. Price \$50,000. **ADDRESS:** Box 5029, **NATIONAL CLEANER & DYER.** -2

IN COLORADO, DRYCLEANING PLANT AND MEN'S CLOTHING STORE COMBINATION FOR SALE. \$18,000 PLUS MERCHANDISE INVENTORY. COME AND SEE US ON YOUR VACATION. SAME LOCATION 20 YEARS. ADDRESS: Box 5030, **NATIONAL CLEANER & DYER.** -2

Cleaning plant in western Massachusetts. Trading population 30,000. Modernly equipped to process \$40,000. Land, building, equipment and business at sacrifice due to illness. Substantial first mortgage can be arranged. **ADDRESS:** Box 5031, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Modern petroleum drycleaning plant with shoe repair store attached. Two apartments above plant. Building 150' deep, 20' wide. Cash-and-carry business. Only plant in town. New walk-in truck. Plant doing \$50,000 yearly; can be built to much more. Owner retiring, sacrifice at \$35,000. Pt. Pleasant Cleaning & Dyeing Co., 604 Bay Avenue, Pt. Pleasant, N. J. Tel: Pt. Pl. 5-0684. 5032-2

Ultra-modern synthetic plant located in beautiful shopping center in progressive town of 20,000 in northern California. Average volume in excess of \$2,000 a month. Lots of room for expansion. Fully equipped. Sacrifice \$13,500. **WRITE:** Box 5033, **NATIONAL CLEANER & DYER.** -2

For Sale—Modern 140F plant in western Iowa, 85,000 population. Large cash-and-carry volume, truck routes can be expanded. Established 18 years. Property includes five-room apartment and garage. Selling because of illness. \$26,500 for business and property. **ADDRESS:** Box 5034, **NATIONAL CLEANER & DYER.** -2

COMPLETE MODERN SOLVENT PLANT, in thriving Nebraska city. Approximate volume \$50,000. For sale or lease. If interested write Box 5035, **NATIONAL CLEANER & DYER.** -2

Old-established solvent drycleaning plant. Wonderful location and reputation. Priced low for quick sale, everything including delivery truck at \$10,500. Good machinery, some new, in growing town in middle Tennessee. **ADDRESS:** Box 5036, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING BUSINESS: Includes real estate, plant building, receiving store, trucks and equipment. Doing \$50,000 annually. No competition. Laundry could be added. All equipment in excellent condition. Write: Leonard Sherman, Box 184, Mt. Airy, Maryland. 5037-2

Well established 140F solvent plant with cleaning capacity of \$2,000 a week. All new equipment. Good counter business. Suburb of Denver, near Rocky Mt. Arsenal. Real estate included, five-room house adjoins. Retiring on account of health. **ADDRESS:** Box 5038, **NATIONAL CLEANER & DYER.** -2

WHOLESALE HOUSEHOLD CLEANER WANTED to purchase wholesale cleaning plant. **FRANK DEUTSCHER,** 16 Court St., Brooklyn 2, N. Y. 5039-2

Well worth investigating, modern solvent plant, one truck. Approximate annual gross \$26,000. Price \$10,000. Owner retiring. **ADDRESS:** New York Cleaners, 22 West Pine St., Orlando, Fla. 5040-2

Small profitable laundry and drycleaning plant. Located in northeastern Minnesota on Lake Superior 110 miles from competition. No union. Priced right. Three rental units in connection. Must contact owner, Gordon Wosner, Northern Cleaners, Grand Marais, Minnesota. 5059-2

IN CENTRAL OHIO, industrial city of 30,000, complete well-established cleaning plant, counter business, \$25,000 volume, 2 panel trucks, all equipment, 2 story brick building with 3 furnished apartments, centrally located, priced reasonable, with or without real estate. **GOOD OPPORTUNITY.** Ray L. Finley, Lic. Broker, 631 N. Broad Street, Lancaster, Ohio. 5072-2

A REAL GOOD PLANT FOR SALE AT A REASONABLE PRICE OF \$40,000. Less than four years old. Hoffman 140F solvent plant. 1949 gross \$47,000, 1950 gross \$67,000, 1951 gross \$73,000. 4,000 sq. ft. of floor space includes shirt laundry. Good small city, good climate, excellent hunting and fishing. Top farming county in the nation, good industrial payroll. Good building lease, low taxes. A well planned plant, best of equipment, a money-maker from the start. The French Cleaners, 133 Caldwell Blvd., Nampa, Idaho. 5064-2

For Sale—Modern drycleaning plant. Completely equipped, 2 years old. 6-A Prosperity unit, 2 Prosperity presses. Prices good. County seat—doing good business. Reasonable rent. Reason for selling—ill health. Leever Cleaners, Auburn, Ind. 5065-2

Modern solvent cleaning plant, Excellent South Florida, east coast location. Annual volume \$45,000-\$50,000. Finest machinery in first class condition, including two trucks. Priced for quick sale while on furlough. \$22,000. **ADDRESS:** Box 5070, **NATIONAL CLEANER & DYER.** -2

For lease or sale—solvent plant drive-in, retail stores and routes, nine outlets, latest modern equipment, well established with good reputation for quality work. Central Ohio. **ADDRESS:** Box 5071, **NATIONAL CLEANER & DYER.** -2

PETROLEUM PLANT—central NEW YORK rural town, doing \$500 weekly. Nearest city 25 miles. \$1.25 prices, established routes, cheap and plentiful labor supply. \$9,000, 1/2 cash. Will sell or rent building. Pulaski Dry Cleaners, Pulaski, N. Y. 5073-2

For Sale—Most modern drive-in solvent plant in county of north-eastern Ohio. Established 30 years. Steel center, 60,000 population. \$1.65 prices. Volume 1951—\$102,000. 32 employees. Very modern shirt laundry. 8,800-coat-capacity fur storage. 2—1952 and 1—1951 Chevrolet sedan delivery trucks. Building 52 x 100. Plant 18 x 54. New 50 H.P. automatic gas boiler. Location, heart of city on the main street. Will sell business, equipment and real estate or business and equipment only and lease building. Wonderful opportunity to expand. Selling on account of health. Write: Box 5074, **NATIONAL CLEANER & DYER.** -2

Solvent plant, central Iowa. Established 26 years. Volume \$22,000 or more yearly without solicitation. Excellent opportunity for young couple. Owner wishes to retire. Priced \$21,000 with \$7,000 down, rest on easy terms. **ADDRESS:** Box 5075, **NATIONAL CLEANER & DYER.** -2

Old and reputable business in beautiful new building equipped with modern petroleum plant and 5,000 capacity Haertel fur storage vault. Present volume \$85,000 yearly plus selected wholesale accounts (more available). Capacity and layout for \$150,000 yearly. Expandable on 90' x 150' lot, also, rental property with real estate. Will sell business for \$85,000 with lease, or business and real estate for \$135,000. Located in N.E. Pennsylvania on State Highway in center of valley of 200,000 population. Must be seen to be appreciated. **ADDRESS:** Box 5076, **NATIONAL CLEANER & DYER.** -2

CALIFORNIA—Established 35 years. Equipment practically all new including "Prosperity" unit. Best city in central California. 60,000 population. Excellent volume. Owner retiring. Will give long low lease on new modern building. Full price \$22,500. Best buy in state. Lloyd Goodin, Hotel Covell Lobby, Modesto, California. 5077-2

FOR SALE—CINCINNATI AREA—Well-established retail plant grossing \$100,000 annually. Excellent reputation for quality and service. **ADDRESS:** Box 5062, **NATIONAL CLEANER & DYER.** -2

One of **WEST KENTUCKY'S** finest cleaning plants. Doing nice business, extra well equipped. Priced to sell. **ADDRESS:** Box 5085, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant in central Florida. Yearly volume over \$40,000. Price \$22,500. **ADDRESS:** Box 5086, **NATIONAL CLEANER & DYER.** -2

ANCHORAGE, ALASKA. Established drycleaning plants. One grossing \$250,000 and the other \$75,000. Write: **UTTERSTROM'S REALTY,** 427 "G" St., Anchorage, Alaska. 5088-2

CLEANING-LAUNDRY PLANT IN TENNESSEE. 40 years continuous operation. Average \$1,875 weekly volume this year. Exceptionally good equipment. Sprinklered brick building. Price \$27,500, half cash. Reply: Box 5092, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS FOR SALE (Cont'd)

RETAIL CLEANING AND SHIRT LAUNDRYING PLANT, in suburban Philadelphia, with chain of stores. \$185,000 annual volume. Navy and Army encampments nearby. Can be purchased with or without real estate. Partners disagree. One partner will remain as manager if required. ADDRESS: Box 5024, NATIONAL CLEANER & DYER. -2

CHANCE OF A LIFETIME! For sale, modern laundry, drycleaning and storage plant in one of the fastest growing cities in the Midwest, population 50,000. 1951 sales over \$200,000 can easily be increased another \$50,000 to \$75,000—60% laundry and 40% drycleaning. All equipment and trucks in A-1 condition. Modern one-floor brick building. Profitable business, will stand investigation, established 30 years. Owner wishes to retire. Easy terms to responsible party only. ADDRESS: Box 5089, NATIONAL CLEANER & DYER. -2

Modern solvent plant in the heart of the famed Northwest Mt. Rainier area, is the sole cleaner in a 30-mile radius. Mild climate, 30 minutes from Tacoma. Noted hunting and fishing region. Owner wants to retire. Volume, at \$1.50 prices, is plenty right now for three to handle, could easily be built to 4-5 man operation. Owner nets between \$6,000 and \$7,000 yearly. Attractive nearly new cement-block building. Excellent equipment, all machines individually motor driven, includes 1948 half-ton delivery truck. Priced for quick sale, \$12,000. \$6,000 will handle. This price covers plant and all equipment. ADDRESS: Box 5090, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS.** RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

Individual wants to buy drycleaning plant in Illinois or Wisconsin grossing \$1,000 to \$1,500 weekly. ADDRESS: Box 5069, NATIONAL CLEANER & DYER. -1

Wanted—drycleaning plant and building with overhead apartments, if possible, located in Tennessee or bordering states. Give full details in first letter. ADDRESS: Box 5091, NATIONAL CLEANER & DYER. -1

SITUATIONS WANTED

Technical spotter, employed, strictly sober, dependable, family man, wants manager's position, have small-plant manager's experience. Can be investigated, wants to advance self, drycleaning life trade. Permanency a must. Not best, above average. ADDRESS: Box 4853, NATIONAL CLEANER & DYER. -5

Manager, 12 years' experience, 9 years plant owner in South. All-around man. Age 40, married, sober, dependable. N.I.C.D. Very best of references. Will accept full responsibility or carry out instructions. Capable of handling white or colored help. Production or quality plant. Have California's owner and operation license. Available September 15, 1952. Sold Tennessee plant. Further information on request, L. R. Haskins, Lenoir City, Tenn. 5044-5

Presser—reliable sober man wants steady employment with quality concern only. Will go any place, but prefer New York State. Write: Arthur Scales, 64 First St., Albany, N. Y. 5045-5

POSITION WANTED, with a petroleum solvent plant located in the East. Years of experience in medium and large volume plants, specializing in cleaning, spotting and management. Now employed managing a quality plant at \$6,500 per year. ADDRESS: Box 5063, NATIONAL CLEANER & DYER. -5

MANAGERIAL OR SALES POSITION—Graduate industrial engineer, N.I.C.D., experienced. Good foundation of practical plant operation, laundry and drycleaning. Experienced in wage incentives, production control, operator training, sales promotion and customer control systems. Prefer West or South. Married. Age 35 years. Excellent work references. Write: Box 5080, NATIONAL CLEANER & DYER. -5

WORKING MANAGER, REPUTABLE SPOTTER, 20 years quality experience in all phases of the industry. Administrative and technical expert. University graduate. Prefer New England or Metropolitan area, or solid proposition in Florida. ADDRESS: Box 5081, NATIONAL CLEANER & DYER. -5

SITUATIONS WANTED (Cont'd)

Superintendent, silk spotting, 25 years experience, wants year-round job. 54 years old, sober, reliable. Anywhere in South, prefer Miami or Jacksonville, Fla. Starting salary \$85. ADDRESS: Box 5078, NATIONAL CLEANER & DYER. -5

SPOTTER, DRYCLEANER AND SUPERVISOR—wants steady employment in medium-sized plant, doing quality work. 29 years experience with thorough knowledge of every phase of the industry, including training help and upkeep of equipment. Eastern area. ADDRESS: Box 5079, NATIONAL CLEANER & DYER. -5

HELP WANTED

SUPERINTENDENT to take charge of a modern drycleaning plant in suburban Philadelphia. Must have technical and administrative ability. For further details, Fernwood Cleaners & Dyers, Baltimore Ave., & 4th St., Fernwood, Pa. 4957-7

WORKING FOREMAN—Must be capable, experienced and able to help in any department. Here is a rare opportunity for the right man to permanently connect himself with a long-established firm in Illinois. Give full detailed particulars of your background, past experience, references, etc. ADDRESS: Box 4936, NATIONAL CLEANER & DYER. -7

MANAGER for retail chain drycleaning plant, Philadelphia area, to assume full responsibilities for quality production. Must have knowledge of all phases of work. Good opportunity for right man. ADDRESS: Box 5006, NATIONAL CLEANER & DYER. -7

All-around man to take charge of medium-sized solvent plant in central Indiana. Position permanent. State qualifications. ADDRESS: Box 5011, NATIONAL CLEANER & DYER. 5011-7

WORKING MANAGER, EXPERIENCED ALL PHASES DRY-CLEANING AND SHIRT LAUNDRY OPERATIONS. Part-ownership to right man. State references, marital status, qualifications. Plant located in upstate New York. ADDRESS: Box 5046, NATIONAL CLEANER & DYER. -7

CAN'T DO IT ALONE—Man who can invest, thoroughly experienced all phases, take interest in beautiful new \$30,000 plant completed fall of 1951. Excellent proposition. ADDRESS: Box 5047, NATIONAL CLEANER & DYER. -7

WORKING SUPERINTENDENT, first-class spotter, able to handle help and capable of doing work in any department. Rare opportunity for right man, permanent position with quality retail plant. Established 27 years, same owner, doing over \$100,000 yearly. Give age and full details of background and references. ADDRESS: CLEANER, Box 38, Miami 37, Fla. 5048-7

Working manager for long-established firm now occupying new and modern cleaning plant located 65 miles from New York City. Plant doing average of \$3,000 weekly, stressing quality and service. Must be experienced silk spotter and qualified in all other departments. Give qualifications and references. ADDRESS: Box 5049, NATIONAL CLEANER & DYER. -7

WORKING SUPERINTENDENT to take charge of our drycleaning and laundry departments. Southwest Iowa's most modern plant. Excellent opportunity for right man. Address: Box 5050, NATIONAL CLEANER & DYER. -7

SALES MANAGER—A large drycleaning chain in Metropolitan N. Y. area, employing around 200 sales personnel, has an opening for a sales manager. The man must be qualified to take over store operation after a short orientation period. Excellent opportunity for right man. Salary and commission. State experience and salary requirements in first letter. ADDRESS: Box 5051, NATIONAL CLEANER & DYER. -7

If you are an experienced wool presser, producing quality work, you can earn \$75 per week in Idaho. Excellent living conditions, wonderful climate. Year-round salary guaranteed. Paid vacation every year. Write: Box 5052, NATIONAL CLEANER & DYER. -7

DRYCLEANER—Experienced, capable of supervising and running wholesale drycleaning department in New York City. Willing to sign five-year employment contract. Five-day week about 45 hours, attractive salary, references required. ADDRESS: Box 5053, NATIONAL CLEANER & DYER. -7

WORKING MANAGER for successful wholesale drycleaning plant in Albany, N. Y., to replace overburdened owner. Attractive salary and bonus. ADDRESS: Box 5093, NATIONAL CLEANER & DYER. -7

BUSINESS OPPORTUNITIES

WANTED TO BUY—Chemical business catering to the dry-cleaners in Maryland or nearby states. Good proposition for anyone wishing to retire. ADDRESS: BOX 5054, NATIONAL CLEANER & DYER. -11

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ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you can get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog, covering ten approved courses. HUBBARD CLEANING SCHOOL, Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Penna. 3974-15

LEARN TEXTILE REWEAVING. Invisible repairing (tears, burns, holes) of all textile fabrics. Flexible attendance. Age no obstacle. Day or Evening. Time payments. Write for interesting literature "CD." N. Y. State Licensed. Metropolitan Training Center, 650-6th Ave., New York 11, N. Y. 4837-15

SALESMEN WANTED

ARE YOU A SALESMAN WITH A FUNDAMENTAL KNOWLEDGE OF DRYCLEANING? ARE YOU PROGRESSIVE AND WILLING TO WORK DILIGENTLY TO MAKE REAL MONEY THRU A LIBERAL PROFIT-SHARING PLAN? WHEREVER YOU ARE, IF YOU ARE THE MAN DESCRIBED ABOVE, PLEASE SEND A COMPLETE RESUME AND A PHOTOGRAPH TO BOX 1407 BUFFALO, NEW YORK. ALL REPLIES CONFIDENTIAL. 5055-14

Salesman with large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit sharing plan. State experience and what contacts you have. ADDRESS: Box 4337, NATIONAL CLEANER & DYER. -14

Man to sell and demonstrate an established line of drycleaning soaps in the Chicago area. Must have following. We welcome inquiries from those now employed in the industry who wish to better themselves. Replies will be held in strict confidence. Our employees know of this ad. ADDRESS: Box 5056, NATIONAL CLEANER & DYER. -14

Are you a salesman with a fundamental knowledge of drycleaning? Are you progressive and willing to work diligently to make real money through your ability to sell the LUSTERWAY Chlorophyll Drycleaning Method? You must be able to finance yourself, own a car and be able to make bond. If you are the man described, you should make, on a commission basis, \$1,000 a month. Mail a complete resume of your past experience and a photograph to the LUSTERWAY SALES COMPANY, 612 North Main Street, Memphis, Tennessee. Phone: No. 8-0506. 5083-14

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ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of SLIP-ON BUTTON AND BUCKLE PROTECTORS. We know of no better way for a plant manager to judge our product. Over 2000 plants have used them. SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 2610 Clay Ave., Fresno 1, California. 3476-8

1,000 EMBOSSED BUSINESS CARDS \$3.95 POSTPAID. WRITE FOR FREE SAMPLE AND STYLE CHART. KIN-MAR CO., BOX 7363, PITTSBURGH 13, PENNSYLVANIA. 4480-8

100 TALON TROUSER ZIPPERS \$11.50, other bargains in zippers, thread, buttons. Ask for our special sale price list and catalog. NASSAU NOTIONHOUSE, NASSAU, N. Y. 4778-8

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JOBBERs, write for samples and prices on our line of covers, cut flannel and knitted pads for all makes of drycleaning presses. E. L. RUBIN MFG. CO., 4 Monroe St., Pittsfield, Mass. 4834-8

SUEDELEATHER elbow and knee PATCHES \$4.00 for 24—KNITTED CUFFS \$3.00 for 24. Tailor trimmings, sewing room supplies at lowest price. Free price list. Nassau Notionhouse, Nassau, N. Y. 4779-8

SAVE EXPENSIVE SEWING LABOR with iron-on adhesive products. Patch linings; tacks cuffs; close open hems; repair rips; reinforce knees, seats and worn areas neatly, quickly without sewing. Write for **FREE PROVE-IT-TO-YOURSELF SAMPLES.** Thermoplastic Adhesive Products, Box 417, Mount Vernon, N. Y. 4902-8

CERTIFIED LEATHER CLEANERS. Leather and suede cleaning and dyeing. 3-day service. Repair work is factory-done. All garments fully insured while in our possession. Jackets—leather \$3.00 up—suede \$2.50 up. You double your money. Our 35th year. **CERTIFIED LEATHER CLEANERS,** 407 E. Washington Street, Charleston 1, West Virginia. 5068-8

7" x 11" and 11" x 14" cardboard signs for cleaners as low as 35¢ and 50¢ each. Send for list. Michael Hudak, 119 Sullivan St., New York, N. Y. 5082-8

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AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 4132-25

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YOUR OWN PRIVATE "GOLD MINE"—IF YOU ARE a dry-cleaner of established reputation in the Metropolitan area storing 200 or more fur coats—**WE CAN** reap fur profits for you. Our new proven technique does all the work! We estimate, follow up estimate letters, store, clean, fix, remodel, fit your customer. **ALL YOU DO** is collect fat percentage! Inquire immediately! David G. Kaplan's, **KATR FURS,** 146 W. 29th St., New York City, N. Y. Tel: CH 4-0093. 5037-34

Write for my free price list of dressed furs for general repair work, tails, paws, etc. Large stock at reasonable prices. H. Schafer, 1425 Lyell Ave., Rochester 6, N. Y. 4891-34

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REWEAVING, ONE DAY SERVICE: Cigarette burns, moth-holes, tears, spots on garments, linens and rugs, like new. Small jobs returned same day. Send garments for estimate. Established 1910. American Textile Weaving Company, 5 North Wabash, Chicago. 149-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

The **FRENCH TEXTILE CO.** is a good company to do business with. 428 Ave. A, Rochester 21, N. Y. 4992-29

RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052.** 1629-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully reweaved by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

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WHAT IS REWEAVING? It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1951. **WEAVE MASTERS, INC., 413 Race St., Cincinnati 2, Ohio.** 3503-29

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RE-WEAVING. A prompt, efficient, wholesale, **MAIL-ORDER SERVICE** at a very moderate cost. We **RE-WEAVE** the **EXACT PATTERN** in **ALL FABRICS** eliminating all traces of damage. **FRENCH WEAVING . . . both sides . . . IF YOU WISH.** Our complete re-weaving service will make you a satisfied customer. Write for **FREE SERVICE KIT** and **PRICING CHART** or send garment for estimate. Cincinnati Repair Service, 413 Race St., Cincinnati 2, Ohio. 4887-29

FREE SALES KIT—Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH-WEAVING-OVERWEAVING-STOTING-RE-KNITTING** service, we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24 HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE, 17 N. State St., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service."** 4411-29

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HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS. Original French weaving, reweaving, stotting, invisible mending. Holes, burns and tears expertly re-woven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

The **FRENCH TEXTILE CO.** does the finest reweaving on gabardines. 428 Ave. A, Rochester 21, N. Y. 4996-29

INVISIBLE RE-WEAVING BY EXPERTS. One order will convince you we are the best. Three-day service on large jobs. One-day service if requested. Wholesale price \$7.75 per running inch. Free estimates. Satisfaction guaranteed. **STIMMEL REWEAVERS, 435 1st National Bank Bldg., Springfield, Ohio.** 4653-29

REWEAVING (Cont'd)

FOR GUARANTEED REWEAVING of moth holes, tears, cigarette burns, etc., in wool garments, ship to French Textile Co., Dept. 2, 428 Avenue A, Rochester 21, N. Y. 4598-29

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Many plantowners all over America choose to give their customers **INWEAVING** (patented process for repair of **RIPS, TEARS, BURNS, MOTH HOLES**)—performed in **WICHITA FALLS, TEXAS.** Prompt service, **LIBERAL COMMISSION.** We pay return postage. Counter signs and truck decals furnished free. **THE INWEAVING COMPANY OF AMERICA, 11th & Holliday, Wichita Falls, Texas.** 4486-29

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REWEAVING by the genuine **FRENCH** process. Quick service—coast-to-coast—satisfaction guaranteed. Experts in restoring burns, moth holes, tears, etc. Send us a trial order today. **R. M. WEISERT, 613 Locust St., St. Louis, Mo.** 4970-29

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LEARN REWEAVING. Genuine, single-thread, invisible **FRENCH REWEAVING** does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French weaving \$15. Advanced French weaving \$10. Piece weaving (includes two instruments) \$10. Our simple, illustrated instruction sheet on Piece weaving (overweave, inweave, etc.) plus one instrument, only \$3. All the texts and two instruments \$30. Send for free information. **E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio.** 3580-23

Inweave and Wonderweave needles sold complete with illustrated instruction sheet, \$12 each. Replacement points, \$6 each. National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut. 2776-23

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FROM COAST TO COAST LOEBL'S EXPERT DYEING IS KNOWN FOR QUALITY. To give you top results **EVERY PIECE** is carefully examined before and after dyeing. Individual attention plus our semi-finished service, easy to press, steamed, shaped and stretched gives you **BETTER DYEING. FOR SERVICE, SATISFACTION,** ship your work to **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** Price list, color card, shipping supplies free on request. 4959-12

SENECA DYERS—EASY-TO-FINISH DYED WORK—TO THE TRADE ONLY. If you want the "BEST" send your next dye order to the **SENECA DYERS, 1227 MAPLE STREET, ROCHESTER 2, N. Y.** 1502-12

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Illinois.** 4157-12

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BOILER—(25 H.P. Kewanee Scottie Jr.) 100 lb. W.P. and Petroil burner for No. 4 oil. Complete with 25-foot stack, gauges, water column and control return system pump with all accessories. Excellent condition. **SANDERS CLEANERS**, 3937 Frankfort Ave., Louisville 7, Ky. TA 4433. 5015-36

Leffel stoker for sale, used to fire 20 horsepower, Scotch Marine boiler. Perfect condition. Deer Park Cleaning Plant, 7110 Blue Ash Ave., Silverton, Ohio. 5058-36

FOR SALE: CYCLOTHERM STEAM GENERATORS type C-1½, Max W. P. 100 psi, steam 50 lbs./hr. Unused-boxed, 35 units, price \$175 each. Liberal quantity discount. Ampower Corp., 50 Broad St., New York, N. Y. 5061-36

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WANTED: USED "HOFFMAN" UTILITY PRESSES, any model, any amount, located Texas near Mexican border. Address offers to: "M.A.T.S.A.," Dr. Pasteur 113, MEXICO, D. F., MEXICO. 4047-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 5004-3

MACHINERY FOR SALE

REBUILT TO WARE WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. Tel EV-9-6585. 832-4

For drycleaning-laundry machinery try **KEEL COMPANY**, 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

Prosperity 6A latest type, fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CORP.**, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585. 3917-4

NEW SAN-I-SYSTEM synthetic drycleaning machines. Complete factory service and standard warranty. Finance terms arranged. **CLEANERS SERVICE COMPANY**, 314 W. Main Street, Belding, Michigan. 4566-4

One Detrex Synth-O-Saver used for 18 months. Edwards Dry Cleaners, Portsmouth, Ohio. 5066-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 3607-4

WILLIAMS HAS A COMPLETE STOCK OF DRYCLEANING AND LAUNDRY MACHINERY, COMPLETELY REBUILT, GUARANTEED ONE YEAR. AVAILABLE IMMEDIATE DELIVERY. CALL WILLIAMS FIRST FOR BARGAINS. SERVING THE INDUSTRY FOR THE PAST 30 YEARS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 4625-4

GROSS 42 x 84" all-metal drycleaning washer, also American 36 x 64" maple cylinder, also American 42 x 64" maple cylinder, also American 30 x 48" maple cylinder. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-16 22nd Street, Long Island City 1, New York, Stillwell 6-6666. 4626-4

AMERICAN 60" Monel open-top extractor, also American 48" open-top Monel, also American 30" solid curb, also American 18" Monel, motor driven. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-16 22nd Street, Long Island City 1, New York. Stillwell 6-6666. 4628-4

NEW 135 GALLON VERTICAL SOLVENT STORAGE TANKS. Steel, cone bottom, mounted on legs. For special price for limited time \$25 each f.o.b. Cincinnati. Write or wire The American Laundry Machinery Company, Cincinnati 12, Ohio. 4973-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5005-4

SEC-O-MATIC reconditioned synthetic cleaning units at real bargains. Factory rebuilt and guaranteed. Easy terms. Immediate delivery. Write for literature and prices on available equipment. **SEC-O-matic Corp.**, 57 La France Ave., Bloomfield, N. J. 5013-4

50-bin Bishop shirt-sorting reel, Columbia model G drycleaning machine, Vic Auto Per Model 22, Bryan 5 H.P. oil-fired copper-tube boiler, 275 gal. oil storage tank, Allen Billmyre 6-outlet air vacuum, 100 gal. Whitlock still. All in A-1 condition. **Master Launderers**, 1646 Hoffner St., Cincinnati, Ohio. 5014-4

BAND BOX METER CLEANING MACHINE, EXCELLENT CONDITION. CAN BE SEEN IN OPERATION. NO REASONABLE OFFER REFUSED. ADDRESS: Box 5041, NATIONAL CLEANER & DYER. -4

Shirt unit, two-girl, New Yorker, with automatic timers. Complete set-up including sorting rack, Bishop folding machine, starch cooker, etc. Two years old. Sacrifice. **Bex Cleaners**, 1834 Penn Ave., No., Minneapolis 11, Minn. 5042-4

Complete petroleum cleaning room equipment for handling \$5,000 to \$6,000 weekly volume; will sell separately or in bulk, consisting of 2-36 x 54" Zephyr motor-driven drycleaning washers; 1-40" Prosperity open-top extractor; 2-5,000 gal. filters; 1-100 GPH still with button traps, motor, line shafting and piping. Plant now converting to open-end Washes. Present equipment good condition. Can be inspected in operation until about October 1st at Sanitary Cleaners, Maumee, Ohio. Inquire, The Wilbert-Miller Company, 2185 E. 14th St., Cleveland, Ohio. Tel.: CHerry 1-4950. 5043-4

For Sale: Two drycleaning washers size 36 x 54" and one size 30 x 40". American and Gross. Metal cylinders and belt-driven. May be seen at **CANTON LAUNDRY AND CLEANING COMPANY**, 319 9th Street, S. W., Canton, Ohio. 5060-4

We have for sale the following drycleaning unit: 1-30 x 48" 60# washer, metal; 1-30" extra deep extractor; 1-30 x 36" tumbler with automatic temperature control; 1-75 G.P.H. still (Butler); 1-5000-gallon filter with Monel screens (Butler); 1-button trap; 1-moisture absorber; 1 lint trap and basket; 1 service pump; 1-still pump; 1-filter pump; 2-850 gal. underground tanks, cone bottoms and manifolds at top; 2-liquid level gages for tanks. All above listed equipment are made and installed by American Laundry Machinery Company in 1949, equipped with all safety features. Unit is set up in an "L" shaped form and can be re-assembled in the same manner using the same piping and electrical conduit. This equipment is in new condition and can be seen in operation. All above listed equipment is individually motor-driven, V-220, 3 PH. **ADDRESS:** Box 5067, NATIONAL CLEANER & DYER. -4

For Sale: One 60-pole capacity overhead rug conveyor with complete dryroom facilities, including one 1,500,000 BTU, 7½ HP fan, direct gas heater. One 65-pole capacity overhead rug conveyor with complete dryroom facilities, including eight steam heater units. All equipment in excellent condition, being used daily; priced for quick sale. **FOB Chicago. General Rug & Furniture Cleaners, Inc.**, 4447 N. Kedzie Ave., Chicago, Ill. 5087-4

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STAR-SERVICE HANGER

MADE IN U.S.A. TRADE MARK & PATENTED
 L.A. YOUNG, STAR-SERVICE, PATENTED IN U.S.A.
 PLANTS IN CHICAGO, ILL. PATENTED IN U.S.A.
 DIVISION IN CANADA, MONTREAL, QUEBEC
 PATENTED IN U.S.A. & CANADA



TROUSER GUARDS AND DRAPERY SADDLES ALSO AVAILABLE

Read their Reasons

...in their own words, owners of
America's finest plants tell you why
they buy **HOFFMAN** equipment

"The best proof that all we say about Hoffman equipment is true, is the fact that in two years of operation, our dry cleaning volume has increased ten-fold, and our profit on this department is far above the national average. This is an unmatched tribute to the finest machinery made. We would unhesitatingly recommend Hoffman equipment to anyone, in every respect, and we have the facts and figures to back up our recommendations. It is the most durable equipment, operating at the lowest maintenance cost, with a peak of efficiency. What better recommendation could anyone give machinery. In the cleaning and laundry industry, it is U. S. Hoffman equipment by a country mile."

"Courteous sales representatives, knowing their product and what it can do.

Hoffman mechanics install equipment expertly and quickly without costly shutdowns.

The cost of repairs to Hoffman machinery is very small in comparison to other equipment I have owned.

Last but not least, I know from experience that Hoffman machinery has made me more profits by increasing my volume and decreasing the hourly work week."

"Hoffman salesmen don't oversell... you are not sold and loaded down with equipment you don't need. Rather, Hoffman Representatives help you determine your true needs... they realize that it is "a feather

in their cap" if they make yours a more profitable operation."

"Their know-how and helpfulness in designing and laying out of plant and equipment can be considered the standard for others to follow, if possible. From the blue-printing of your lay-out to the supervision of the installation, Hoffman men know what they are doing. Once your plant is installed your entire service needs are taken care of by the simple medium of a phone call to your closest Hoffman office."

"Hoffman Representatives are invariably a fountain of ideas... I selfishly welcome their visits because of the little "tricks" that they pass on to me... little big ideas that they absorb in their visits to other plants that saves us steps in our operation."

Excerpts from actual letters in our files... names on request

TOPS IN VALUE  ... SINCE 1905

U. S. HOFFMAN MACHINERY CORP.

Hoffman

105 FOURTH AVENUE, NEW YORK 3, N. Y.